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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q30-Q35):

NEW QUESTION # 30
An implementation engineer has been asked by a client for assistance with the following problem:
The below dataset was ingested:
However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for Type' is 4.
What could be the reason for this discrepancy?

- A. The measurement 'Clicks' is set as a percentage.

- B. The aggregation function is set as AVG
- C. A mapping formula was populated, indicating not to bring Type! values.
- D. The aggregation function is set as LIFETIME

Answer: B

Explanation:
The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

NEW QUESTION # 31
A client provides the following three files:
File A:
□
File B:
□
File C:
□
File A was uploaded using the Ads data stream type.
The client would like to create this view (data from Files B & C) in Datorama:
□
Which proposed solution would cause a false connection between the two files?

- A. VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"
- B. Data Classification
- C. VLOOKUP in Data Stream C. Vlookup will return "MB Name"
- D. Custom classification

Answer: A

Explanation:
With File A uploaded using the Ads data stream type, the client wishes to create a view incorporating data from Files B & C.
A false connection would occur if VLOOKUP in Data Stream B is used incorrectly to return "Day" and "Installs". In this scenario, VLOOKUP might inaccurately link data based on MB Name between File B and File A or File C, which do not have a "Day" field to correctly join on. Moreover, "Installs" data in File B doesn't exist, so VLOOKUP cannot correctly return this information. The correct method would be to use the "Media Buy New Name" to link File B and File C since they both have this field, ensuring accurate connection and avoiding data mismatches or false connections.

NEW QUESTION # 32
A client would like to integrate the following two sources:
Google Campaign Manager:
□
IAS:
□
After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Name, Impressions
- B. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- C. Creative Name, Impressions, Analyzed Impressions
- D. Media Buy Type, Analyzed Impressions

Answer: B

Explanation:
To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence

documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 33
Which option will yield the desired result:?

- A. Option 3
- B. Option 1
- C. Option 2
- D. Option 4

Answer: D

Explanation:
Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

NEW QUESTION # 34
Client has provided sample flies of their data from the following data sources:
Google Campaign Manager
Below are the requirements from the client and additional information:
* The sources are linked to each other by shared Media Buy names.
* In addition-to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.
* The source of truth for cost is Google DV360.
As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:
Please note:
* All other measurements were mapped as well to the appropriate fields.
* No other mapping manipulations or formulas were implemented.
How many records will the merged table hold?

- A. Depends on the Data Updates Permissions
- B. 0
- C. 1
- D. 2

Answer: C

Explanation:
Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

NEW QUESTION # 35
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