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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q47-Q52):

### NEW QUESTION # 47

A client's data consists of three data streams as follows:

Data Stream A:

- \* The data streams should be linked together through a parent-child relationship.
- \* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.

\* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked. What should the Data Updates Permissions be set to for Data Stream B?

- A. Update Attributes
- B. There is no difference, all permissions will have a similar effect given the scenario.
- **C. Update Attributes and Hierarchies**
- D. Inherit Attributes and Hierarchies

**Answer: C**

Explanation:

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:

The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.

The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

#### NEW QUESTION # 48

A client provides the following two data streams:

Data Stream 1:

The client would like to use a VLOOKUP formula to calculate the Cost per Campaign Advertiser on January 1st 2020. Which mapping options should the client apply to obtain the expected result?

- A. ☐
- B. ☐
- C. ☐
- **D. ☐**

**Answer: D**

Explanation:

To calculate Cost per Campaign Advertiser using a VLOOKUP formula, the client needs to look up the 'Cost' from Data Stream 2 based on a matching 'Media Buy Name' in Data Stream 1. Option A shows that 'Media Buy Name' is the lookup value, which is correct. The 'Campaign Advertiser' is then linked to the 'Cost' from Data Stream 2 through the VLOOKUP formula applied to the 'Media Buy Custom Attribute 01' in Data Stream 2. This setup will correctly associate the cost with the campaign advertiser.

#### NEW QUESTION # 49

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- **A. Performance**
- B. Ease of maintenance
- C. Scalability
- D. Ease of setup

**Answer: A**

Explanation:

In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

#### NEW QUESTION # 50

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 Type1 is 4. What could be the reason for this discrepancy?

- A. A mapping formula was populated, indicating not to bring Type1 values.
- B. The measurement 'Clicks' is set as a percentage.
- C. The aggregation function is set as AVG
- D. The aggregation function is set as LIFETIME

**Answer: C**

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 # 51

A client has integrated the following files:

File A:

□ File B:

□ The client would like to link the two files in order to view the two KPIs ('Tasks Completed' and 'Tasks Assigned') alongside 'Employee Name' and/or 'Squad'.

The client set the following properties:

+ File A is set as the Parent data stream

\* Both files were uploaded to a generic data stream type.

\* Override Media Buy Hierarchies is checked for file A.

\* The 'Data Updates Permissions' set for file B is 'Update Attributes and Hierarchy'.

When filtering on the entire date range (1-30/8), and querying employee ID, Name and Squad with the two measurements - what will the result look like?

- A. □
- B. □
- C. □
- D. □

**Answer: A**

Explanation:

In Marketing Cloud Intelligence, when linking two data streams, the parent data stream (File A) provides the main structure. Since 'Override Media Buy Hierarchies' is checked for File A, the hierarchies from File B will be aligned with File A. Given 'Data Updates Permissions' set for file B as 'Update Attributes and Hierarchy', this means that attributes and hierarchy will be updated in the parent file based on the child file (File B), but the child file's metrics won't be associated with the parent file's date.

Hence, when filtering on the entire date range (1-30/8), the resulting view will align with the structure of the parent data stream, showing the KPIs ('Tasks Completed' from File A and 'Tasks Assigned' from File B) alongside the employee names and squads from the respective files. Since the employee IDs align, the data can be linked properly. However, since the dates do not align (File A data is from 01/08/2019 and File B from 15/08/2019), only attributes from File B will be updated without date association.

The result will look like Option C, where the employee names are corrected based on File B's data, the squads are added from File B, and the tasks\_completed and tasks\_assigned are displayed from their respective files. The tasks\_assigned from File B are shown without date association as File B's date doesn't match with File A's.

### NEW QUESTION # 52

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