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Opportunity File		
Day	Opportunity Key	Opportunity Stage
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q57-Q62):

### NEW QUESTION # 57

Your client is interested in ingesting the below file:

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.

- 'Meeting Name' will be mapped to 'Generic Entity Key'
- B. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.  
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
- C. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.  
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.
- D. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.  
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.  
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

**Answer: B,D**

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

#### NEW QUESTION # 58

The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

The mapping is as follows:

Day - Day

Web\_site\_source - Main Generic Entity Attribute 01

Page Views - Generic Metric 1

\*Note that 'web\_site\_key' and 'web\_site\_name' are NOT mapped.

How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: B**

Explanation:

In Marketing Cloud Intelligence, when a file is uploaded as a generic dataset type and mapped accordingly, each unique combination of the mapped fields results in a separate row in the database. The file in question has been mapped with 'Day' to 'Day', 'Web\_site\_source' to 'Main Generic Entity Attribute 01', and 'Page Views' to 'Generic Metric 1'. The 'web\_site\_key' and 'web\_site\_name' are not mapped and thus, won't affect the row count.

Since there are 4 unique combinations of the mapped fields in the uploaded file (each day and source combination is unique), Marketing Cloud Intelligence will store 4 rows after ingestion, corresponding to each unique combination of 'Day' and 'Web\_site\_source'.

#### NEW QUESTION # 59

Which Marketing Cloud Intelligence field is considered an attribute and not a "variable"?

- A. Geo Location
- B. Device Browser
- C. Device Category
- D. Campaign Category

**Answer: C**

Explanation:

In Marketing Cloud Intelligence, attributes refer to characteristics of the data that describe the environment or context but do not change within the scope of the data being analyzed. 'Device Category' is typically an attribute as it describes a characteristic of the device used and doesn't vary within a given session or user interaction. In contrast, variables are typically metrics or dimensions that can change value or be measured.

#### NEW QUESTION # 60

A client wants to integrate their data within Marketing Cloud Intelligence to optimize their marketing insights and cross-channel marketing activity analysis. Below are details regarding the different data sources and the number of data streams required for each source.

What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

- A. Processing (processing time when loading relevant data streams)
- **B. Performance (Performance when loading a dashboard page)**
- **C. Ease of Maintenance**
- **D. Scalability**
- E. Use of code

**Answer: B,C,D**

Explanation:

Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:

Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.

Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.

Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

#### NEW QUESTION # 61

Which option will yield the desired result:?

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

**Answer: A**

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 # 62

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