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## **Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q43-Q48):**

### **NEW QUESTION # 43**

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

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_4	100	\$ 1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200	\$ 2

#### Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$ 3

#### Data Stream C:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

\* 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.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK\_3'?

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

#### Answer: C

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK\_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK\_3' has 100 impressions.

#### NEW QUESTION # 44

A client's data consists of three data sources - Facebook Ads, LinkedIn Ads and Google Campaign Manager.

Notes:

\* The client is planning on adding an additional 100 Facebook Ads data streams and 50 more LinkedIn Ads data streams.

\* The final volume of data in the workspace will be 5M rows

\* Each data source has a naming convention and it can be assumed that any additional profile (i.e. Data Stream) from one of these sources will follow the same naming convention.

The client provided the following sample files:

Facebook Ads:

Day	Media Buy Key	Media Buy Name	Media Buy Type	Social App Installs
1-Apr-20	111	MBN_FB_Israel	TypeA	3
1-Apr-20	222	MBN_FB_France	TypeB	6
1-Apr-20	333	MBN_FB_Greece	TypeC	2

## LinkedIn Ads:

Day	Media Buy Key	Media Buy Name	Media Buy Type	Social Actions
1-Apr-20	444	MBN_LI_Denmark	TypeD	5
1-Apr-20	555	MBN_LI_Thailand	TypeE	1
1-Apr-20	666	MBN_LI_India	TypeF	8

The client would like to create a new harmonization field named "Market," which will only be coming from Facebook Ads and LinkedIn Ads. The logic for "Market" is the following:

IF Media Buy Type is equal to "TypeB" or "TypeC" or "TypeD"

Return 'Europe'

ELSE

Return 'Rest Of The World'

In order to create the harmonization field Market, the client considers using either Mapping Formula, Calculated Dimension, VLOOKUP or Patterns.

Considering maintenance and scalability, which option is recommended?

- A. Calculated Dimension
- B. vLookup
- C. Patterns**
- D. Mapping Formulas

### Answer: C

#### Explanation:

Patterns are the best approach in this scenario because:

Scalability: Patterns are highly scalable and can easily handle the addition of 100 more Facebook Ads and 50 more LinkedIn Ads streams. You can define pattern-matching rules that automatically apply to new data streams based on the naming conventions.

Flexibility and Maintenance: Patterns allow you to maintain and adjust logic easily. Since the logic for determining "Market" is based on a defined naming convention (e.g., Media Buy Type), Patterns can handle these rules effectively without requiring manual updates or static tables.

Efficient Harmonization: Patterns automatically classify data based on defined rules, reducing the need for ongoing manual maintenance compared to approaches like VLOOKUP or Mapping Formulas, which might require frequent updates as data changes.

Why not other options?

Mapping Formulas: While Mapping Formulas work well for static mappings, they are not as scalable or maintainable when the dataset grows or changes frequently.

Calculated Dimension: This option is valid for simple logic but is less maintainable for large-scale datasets, especially when new data streams are added.

VLOOKUP: This method is manual and not scalable. It would require you to update lookup tables for each new data stream, which is inefficient given the expected growth of the data.

### NEW QUESTION # 45

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.

How should the "Override Media Buy Hierarchies" checkbox be set in order to meet the client's requirements?

- A. It should be checked in Data Stream A
- B. It should not be checked in any of the three Data Streams.
- C. It should be checked in Data Stream B
- D. It should be checked in Data Stream C

**Answer: D**

Explanation:

If Data Stream C is the source of truth, the "Override Media Buy Hierarchies" checkbox should be checked for Data Stream C. This means that the hierarchy defined within Data Stream C will take precedence over any other media buy hierarchies present in Data Streams A or B. By doing so, it enforces that the hierarchy from the source of truth (Data Stream C) is used throughout the dataset, maintaining the integrity of the hierarchical relationships as defined by the most reliable data source.

**NEW QUESTION # 46**

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

The mapping is as follows:

Day - Day

web\_site\_key -> Main Generic Entity Key

web\_site\_name -> Main Generic Entity Name

Web\_site\_source -> Main Generic Entity Attribute 01

Page Views - Generic Metric 1

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: A**

Explanation:

With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web\_site\_key', 'web\_site\_name', and 'Web\_site\_source'. As 'Day' is mapped to 'Day', 'web\_site\_key' to 'Main Generic Entity Key', 'web\_site\_name' to 'Main Generic Entity Name', and 'Web\_site\_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.

The provided file has 4 unique combinations of 'Day', 'web\_site\_key', 'web\_site\_name', and 'Web\_site\_source', as each line has a unique 'web\_site\_key' and 'web\_site\_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

**NEW QUESTION # 47**

An implementation engineer has been provided with the below dataset:

\*Note: CPC = Cost per Click

Formula: Cost / Clicks

Which action should an engineer take to successfully integrate CPC?

- A. Populate the logic within a custom measurement. Set Aggregation to AVG.
- B. **Populate the logic within a custom measurement. No need to change Aggregation.**
- C. Populate the logic within a custom measurement. Set Aggregation to SUM.
- D. Unmap it, as Datorama will calculate it automatically.

**Answer: B**

Explanation:

CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. Reference: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

## NEW QUESTION # 48

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