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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q50-Q55):

NEW QUESTION # 50

An implementation engineer has been provided with 4 different source files: 03m 16s

1. Twitter Ads
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID	1st Party Creative Image	1st Party Creative Group
-------------	--------------------------	--------------------------

Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification &

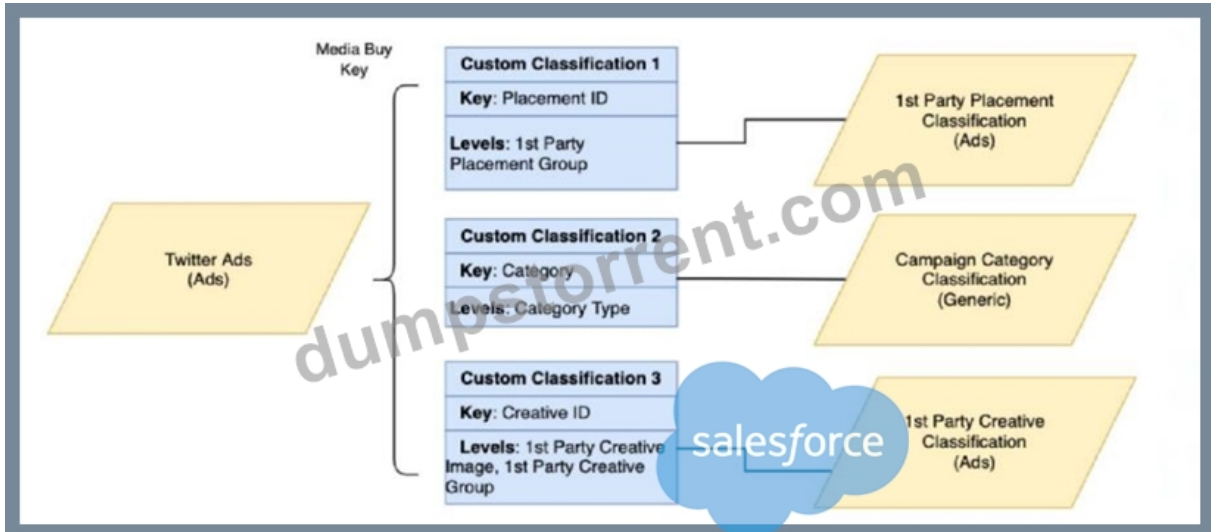
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

Category - links back to Campaign Category (Twitter Ads)

Which proposed solution meets the client's requirements for the above use case?

- A.
- B.



- C.
- D.

Answer: D

Explanation:

For the given use case, where the Twitter Ads data stream needs to be enriched with classifications from three other sources, the correct implementation would involve creating links between the various fields across these files.

Option A is correct because it shows the correct usage of the fields from the classification files:

"Creative ID" in the Creative Classification file is linked to the "Creative Key" in the Twitter Ads data, allowing for enrichment with creative details.

"Placement ID" in the Placement Classification file is linked to a corresponding field in the Twitter Ads data, allowing for placement details to be added.

"Category" in the Campaign Category Classification file is linked back to "Campaign Category" in the Twitter Ads data, thus enriching the campaign data with the correct categories.

This configuration correctly uses VLOOKUP to enrich the Twitter Ads data stream with additional details from the classification files, aligning with best practices for data integration and enrichment in Marketing Cloud Intelligence.

NEW QUESTION # 51

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. Main entity is not mapped
- B. The file does not contain any measurements (dimension only)
- C. The source file does not contain the media Buy entity
- D. All mapped Measurements for a given row have values equal to zero

Answer: A,D

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

NEW QUESTION # 52

An implementation engineer has been asked to perform a QA for a newly created harmonization field, Color, implemented by a client.

The source file that was ingested can be seen below:

□ The client performed the below standard mapping:

□ As a final step, the client had created the field 'Color'. As can be seen, it is extracted from the Creative Name (after the '#' sign).

For QA purposes, you have queried a pivot table, with the following fields:

- * Media Buy Key
- * Media Buy Name
- * In View Impressions

□ The final pivot is presented below:

- A. A Harmonized dimension was created via a pattern over the Creative Name.
- B. An EXTRACT formula (for Color) was written and mapped to a Creative custom attribute.
- C. A calculated dimension was created with the formula: EXTRACT([Creative_Name], #1)
- D. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.

Answer: B

Explanation:

Given that the 'Color' field is extracted from the 'Creative Name' field and appears to be part of the creative-level data, the most logical method would be to create an EXTRACT formula and map it to a Creative custom attribute. This allows the 'Color' value to be associated directly with each creative entry. In Salesforce Marketing Cloud Intelligence, the EXTRACT formula can be used to parse and segment text strings within a field, and this process is used for harmonizing data by creating new dimensions or attributes based on existing data, which is what's described here. This answer is consistent with Salesforce Marketing Cloud Intelligence features that enable data transformation and harmonization through formulaic mapping, as per the official Salesforce documentation on data harmonization and transformation.

NEW QUESTION # 53

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed Otherwise, return null for the opportunity status

□ Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:

"Day" - Standard "Day" field

"Opportunity Key" > Main Generic Entity Key

"Opportunity Stage" - Generic Entity Key 2

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on January (entire month).

What is the number of opportunities in the Interest stage?

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

Answer: B

Explanation:

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

NEW QUESTION # 54

An implementation engineer has been provided with 4 different source files: 03m48s

1. Twitter Ads ~
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

□ Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

File structure/headers:

□

- **A. □**
- B. □
- C. □
- D. □

Answer: A

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

NEW QUESTION # 55

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