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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q62-Q67):

NEW QUESTION # 62
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 # 63
Which three statements describe Overarching Entities? 03m 23s

- A. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
- B. When needed, these entities can act as a main entity, replacing the original one.
- C. These are mappable dimensions that are present in each and every dataset type
- D. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.
- E. The values of these entities are stored at the workspace level, rather than the data stream level

Answer: B,D,E

Explanation:
Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:
B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.
C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.
E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

NEW QUESTION # 64
Which two statements are correct regarding variable Dimensions in marketing Cloud intelligence's data model?

- A. All variables exist in every data set type, hence are considered as overarching dimensions
- B. These are stand alone dimensions that pertain to the data set itself rather than to a specific entity
- C. These dimensions are stored at the workspace level
- D. Variable Dimensions hold a Many-to-Many relationship with its main entity

Answer: C,D

Explanation:
Variable dimensions in Marketing Cloud Intelligence's data model are flexible and can be associated with multiple entities, forming a many-to-many relationship. These dimensions are configured and stored at the workspace level, allowing for customization and alignment with specific reporting needs and analytics practices.

NEW QUESTION # 65
Which three statements accurately describe the different data stream types in Marketing Cloud intelligence?

- A. Every data stream type includes the Medio Buy entity
- B. All data stream types share at least one mutual measurement
- C. Each data stream type has Its own main entity
- D. Each data stream type has its own set of measurements
- E. All data stream types consist of at least one entity

Answer: C,D,E

Explanation:
In Marketing Cloud Intelligence, data stream types are templates that define how data should be structured within the system. Each data stream type:
B . Includes at least one entity, which is a fundamental component of the data stream and represents a collection of related data points.
D . Has its own main entity, which is the primary focus of that particular data stream type and serves as the central point of reference for the associated data.
E . Contains its own unique set of measurements that are specific to the type of data being captured within that stream. These measurements represent quantitative data that can be analyzed within the context of the main entity and other dimensions present in the data stream.
A is incorrect because not every data stream type includes the Media Buy entity-this is specific to certain types of advertising data streams. C is incorrect because not all data stream types share at least one mutual measurement; measurements are typically unique to the data stream's focus and purpose.

NEW QUESTION # 66
Which two statements are correct regarding the Parent-Child configuration?

- A. Parent-Child configurations can cause performances issues
- B. Parent-Child allows sharing both dimensions and measurements
- C. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.
- D. Parent-Child links different tables based on shared key values

Answer: A,D

Explanation:
Parent-Child configurations in Marketing Cloud Intelligence are used to link different data tables based on shared key values, allowing for the relational organization of data across various streams. While this setup enhances data analysis and reporting by maintaining logical relationships between parent and child tables, it can also introduce performance issues. The complexity increases with the number of relationships and the volume of data, potentially slowing down query processing and data manipulation. Additionally, Parent-Child configurations facilitate the sharing of dimensions and measurements across linked tables, enhancing the data's usability without duplicating it.

NEW QUESTION # 67
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