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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q55-Q60):

NEW QUESTION # 55

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.

For example:

Campaign Name: AFD@Mulop-1290

Desired outcome: AFD

Other examples:

Which formula will return the desired values?

- A. **EXTRACT(csv[campaign_name!:@],1)**
- B. EXTRACT(EXTRACT(csv[campaign_name]]/@,1),-,0)
- C. EXTRACT(csv[campaign_name'],-,0)
- D. LEFT(EXTRACT(csv[campaign_name']/-',1),3)
- E. LEFT(EXTRACT(csv[campaign_name]],~',0),3)

Answer: A

Explanation:

The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.

The correct formula is: EXTRACT(csv['campaign_name']; '@', 1). This will take the 'campaign_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

NEW QUESTION # 56

A client has integrated data from Facebook Ads, Twitter ads, and Google ads in marketing Cloud intelligence. For each data source, the source, the data follows a naming conventions as ...

Facebook Ads Naming Convention - Campaign Name:

CampID_CampName#Market_Object#object#targetAge_TargetGender

Twitter Ads Naming Convention- Media Buy Name

MarketTargetAgeObjectiveOrderID

Google ads Naming Convention-Media Buy Name:

Buying_type_Market_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization Center. Given the above information, which statement is correct regarding the ability to implement this request?

wet Me - Given the above information, which statement is correct regarding the ability to implement this request?

- A. **The client will be able to do this and it will require building three patterns.**
- B. The client will be able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains multi delimiters.
- C. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- D. it is not possible to do this, as the naming conventions are different

Answer: A

Explanation:

Despite the different naming conventions, harmonization is possible using patterns in the Harmonization Center. By extracting the 'Market' and 'Objective' components from the naming conventions of each platform, three separate patterns would be created to map these common fields consistently across the data from Facebook Ads, Twitter Ads, and Google Ads.

NEW QUESTION # 57

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

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

Answer: A,B

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 # 58

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. The EXTRACT function
- B. Mapped measurements
- C. Mapped dimensions
- D. Calculated dimensions
- E. The VLOOKUP function

Answer: A,B,C

Explanation:

Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension. Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.

Explanation:

In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:

B). Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.

C). The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.

E). Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

NEW QUESTION # 59

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: C

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 # 60

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