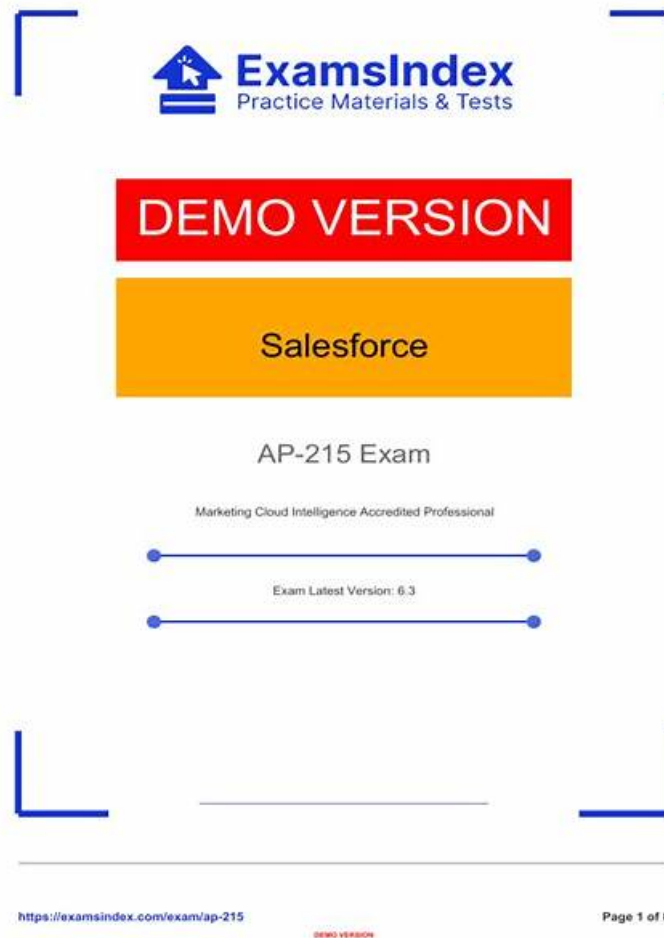


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Salesforce Marketing Cloud Intelligence Accredited Professional Sample

Questions (Q56-Q61):

NEW QUESTION # 56

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. The VLOOKUP function
- D. Mapped dimensions
- E. Calculated dimensions

Answer: A,B,D

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 # 57

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:

Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.
- B. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- C. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for 'Ronaldo') for the final Harmonized Dimension.
- D. Create a second Pattern for Media Buy Name

Answer: C

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

NEW QUESTION # 58

An implementation engineer is requested to apply the following logic:

To apply the above logic, the engineer used only the Harmonization Center, without any mapping manipulations. What is the minimum amount of Patterns creating both 'Platform' and 'Line of Business'?"

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

Answer: A

Explanation:

To create both 'Platform' and 'Line of Business' fields using Patterns in the Harmonization Center without mapping manipulations, the engineer would need to create separate patterns for each data source mentioned. According to the provided images:

One pattern for LinkedIn Ads, to extract the 'Campaign Name' at position 4 for the Platform and 'Media Buy Name' at position 7 for Line of Business.

One pattern for AdRoll, to extract 'Media Buy Name' at position 3 for Platform and at position 2 for Line of Business.

One pattern for Google Analytics, which seems not required for the Platform but could apply if the Line of Business extraction is necessary, although it states N/A.

Hence, a minimum of 3 patterns would be necessary to create the fields required.

NEW QUESTION # 59

What Is a disadvantage of using a Vlookup formula?

- A. It cannot be used more than once from the same data stream.
- B. Can return values only from the same data stream type
- C. It allows classifying data only on a basis of mutual entity keys.
- D. Could extend processing time of data streams.

Answer: D

Explanation:

The use of VLOOKUP formulas can increase the processing time of data streams because it requires a lookup operation for each row in the data set. When large volumes of data are involved, or when multiple VLOOKUPs are used, this can significantly impact processing time due to the complexity and computational requirements of matching and retrieving the data.

NEW QUESTION # 60

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A. Performance
- B. Ease of maintenance
- C. Scalability
- D. Ease of setup

Answer: A

Explanation:

In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

NEW QUESTION # 61

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