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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q34-Q39):

NEW QUESTION # 34

Your client is interested in ingested the below file to a new generic data stream type:

□ The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. An attribute of 'Meeting Code'
- B. A custom metric and set aggregation to AUTO
- C. A custom metric and set aggregation to SUM
- D. A separate entity key

Answer: A

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

NEW QUESTION # 35

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

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th -11th. Which option reflects the stage(s) the opportunity key 123AA01 is associated with?

- A. Confirmed interest
- B. Confirmed Interest & Registered
- C. Interest & Registered
- D. interest

Answer: C

Explanation:

Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

NEW QUESTION # 36

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. LEFT(EXTRACT(csv[campaign_name]}/-/ ,1),3)
- D. LEFT(EXTRACT(csy[campaign_name]],~',0),3)
- E. EXTRACT(csv[campaign_name'],-,0)

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 # 37

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: D

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 # 38

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

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

Answer: A,D,E

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.

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