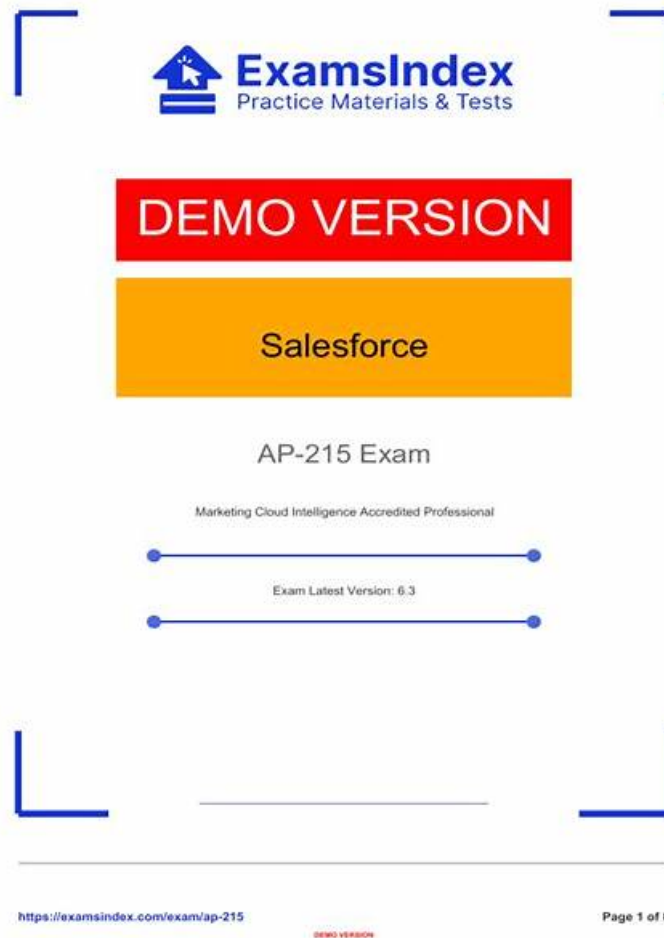


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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q40-Q45):

NEW QUESTION # 40

Which three statements accurately describe the different data stream types in Marketing Cloud intelligence?

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

Answer: B,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 # 41

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
- **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 and apply a Classification Rule (with the two values) for the final Harmonized Dimension

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 # 42

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

Answer: C

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 # 43

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 - links back to Creative Key (Twitter Ads)

1st Party Placement Classification &

File structure/headers:

□ 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: B

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 # 44

Which two statements are correct regarding the Parent-Child configuration?

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

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 # 45

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