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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q46-Q51):

### NEW QUESTION # 46

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. The data is stored at the workspace level.
- B. Pacing - daily rows are being created for every lead and opportunity keys
- C. When a data stream type "CRM - Leads" is created, another complementary 'CRM - Opportunity' is created automatically.
- D. No mappable measurements - all measurements are calculated

## Answer: B,D

Explanation:

For performance issues when loading a dashboard using CRM data stream type:

Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.

Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

## NEW QUESTION # 47

A client's data consists of three data streams as follows:

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	\$ 1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200	\$ 2

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$ 3

Data Stream C:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

\* The data streams should be linked together through a parent-child relationship.

\* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK\_3'?

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

## Answer: B

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK\_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK\_3' has 100 impressions.

## NEW QUESTION # 48

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. The values of these entities are stored at the workspace level, rather than the data stream level
- C. When needed, these entities can act as a main entity, replacing the original one.
- 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. These are mappable dimensions that are present in each and every dataset type

## Answer: B,C,D

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 # 49

Which option will yield the desired result?:

- A. Option 4
- B. Option 1
- C. Option 3
- D. Option 2

**Answer: A**

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

#### NEW QUESTION # 50

A client has integrated the following files:

File A:

date	employee_id	employee_name	tasks_completed
01/08/2019	emp_1	Jon Stons	3
01/08/2019	emp_2		2
01/08/2019	emp_3	Jon Bones	4

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?

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bonis	Support	4	13

- 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 # 51

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