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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q17-Q22):

NEW QUESTION # 17

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
- B. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.
- C. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- **D. 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.**

Answer: D

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 # 18

A client has integrated data from Facebook Ads, Twitter Ads, and Google Ads in Marketing Cloud Intelligence. For each data source, the data follows a naming convention as shown below:

Facebook Ads Naming Convention - Campaign Name:

CampID_CampName#Market_Objective#TargetAge_TargetGender

Twitter Ads Naming Convention - Media Buy Name:

Market|TargetAge|Objective|OrderID

' 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.

In addition to the previous details, the client provides the following data sample:

Logic specification:

If a value is not present in the Validation List, return "Not Valid"

If a value is not present in the Classification File, return "Unclassified".

If the Harmonization center is used to harmonize the above data and files, what table will show the final output?

- **A. ☐**
- B. ☐
- C. ☐
- D. ☐

Answer: A

Explanation:

The correct table would be Option B.

The harmonization process would identify the 'Market' from the campaign or media buy name based on the delimiter and position rules specified in the naming conventions. The harmonized 'Market' would then be matched against the classification file and validation list. If a value does not match the validation list, it would return 'Not Valid', and if it's not present in the classification file, it would return 'Unclassified'. Option B is the only table showing the 'Not Valid' category which aligns with the logic specification provided.

NEW QUESTION # 19

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

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

Answer: A,C

NEW QUESTION # 20

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

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

Answer: A,C

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 # 21

A client has provided you with sample files of their data from the following data sources:

1. Google Analytics
2. Salesforce Marketing Cloud

The link between these sources is on the following two fields:

Message Send Key

A portion of: web_site_source_key

Below is the logic the client would like to have implemented in Datorama:

For 'web site medium' values containing the word "email" (in all of its forms), the section after the "_" delimiter in

'web_site_source_key' is a 4 digit number, which matches the 'Message Send Key' values from the Salesforce Marketing Cloud file.

Possible examples of this can be seen in the following table:

Google Analytics:

Salesforce Marketing Cloud:

The client's objective is to visualize the mutual key values alongside measurements from both files in a table.

In order to achieve this, what steps should be taken?

- A. Within both files, map the desired value to Custom Classification Key as follows Salesforce Marketing Cloud: map entire Message Key to Custom Classification Key.
Google Analytics: map the extraction logic to Custom Classification Key.
- B. Create a Web Analytics Site custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
- C. Create a Web Analytics Site Source custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
- D. Upload the two files and create a Parent-Child relationship between them. The Override Media Buy Hierarchy checkbox is checked in Google Analytics.

Answer: A

Explanation:

To create a linkage between Google Analytics and Salesforce Marketing Cloud data based on the "Message Send Key" and a

portion of the "web_site_source_key," both values need to be harmonized into a common key. This is done by mapping the full Message Send Key from Salesforce Marketing Cloud and the extracted part of the web_site_source_key from Google Analytics to the same Custom Classification Key. This mapping will create a common identifier that can be used to combine the data from both sources for analysis and visualization.

NEW QUESTION # 22

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