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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

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

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

Answer: C,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 # 21

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

Data Stream A:

□ 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.

The client would like to have a "Site Revenue" measurement.

This measurement should return the highest revenue value per Site, for example:

For Site Key 'SK_C_2', the "Site Revenue" should be \$7.00.

When aggregated by date, the "Site Revenue" measurement should return the total sum of the results of all sites.

For example:

For the date 1 Apr 2020, "Site Revenue" should be \$11.00 (sum of Site Revenue for Site Keys 'SK_C_1' (\$4.00) and 'SK_C_2' (\$7.00))

□ Which options will yield the desired result;

- **A. Option #2 & Option #4**
- B. Option #2 & Option #3
- C. Option #1 & Option #3
- D. Option #1 & Option #4

Answer: A

Explanation:

Option #2: It suggests using the 'SUM' function to aggregate the 'Site Revenue' for each 'Site Key'. This is necessary to ensure that when aggregated by date, 'Site Revenue' should return the total sum of the highest revenue for all sites.

Option #4: It indicates changing the Aggregation Function of Revenue to 'MAX' within Data Stream C.

This ensures that for a given 'Site Key', the highest revenue value is selected, which is correct for individual site revenue determination.

Combining Option #2 and Option #4 will provide the desired result:

For an individual 'Site Key', it will give the highest revenue (using MAX aggregation in Option #4).

When aggregating by date across all 'Site Key's, it will sum the highest revenues (using the SUM function in Option #2).

NEW QUESTION # 22

The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

□ The mapping is as follows:

Day - Day

Web_site_source - Main Generic Entity Attribute 01

Page Views - Generic Metric 1

*Note that 'web_site_key' and 'web_site_name' are NOT mapped.

How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

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

Answer: B

Explanation:

In Marketing Cloud Intelligence, when a file is uploaded as a generic dataset type and mapped accordingly, each unique combination of the mapped fields results in a separate row in the database. The file in question has been mapped with 'Day' to 'Day', 'Web_site_source' to 'Main Generic Entity Attribute 01', and 'Page Views' to 'Generic Metric 1'. The 'web_site_key' and 'web_site_name' are not mapped and thus, won't affect the row count.

Since there are 4 unique combinations of the mapped fields in the uploaded file (each day and source combination is unique), Marketing Cloud Intelligence will store 4 rows after ingestion, corresponding to each unique combination of 'Day' and 'Web_site_source'.

NEW QUESTION # 23

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

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

Answer: D

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 # 24

What are unstable measurements?

- A. Measurements that are set with the LIFETIME aggregation function
- **B. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.**
- C. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
- D. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.

Answer: B

Explanation:

Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.

Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

NEW QUESTION # 25

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