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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample

## Questions (Q15-Q20):

### NEW QUESTION # 15

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

The mapping is as follows:

Day - Day

web\_site\_key -> Main Generic Entity Key

web\_site\_name -> Main Generic Entity Name

Web\_site\_source -> Main Generic Entity Attribute 01

Page Views - Generic Metric 1

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: C**

Explanation:

With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web\_site\_key', 'web\_site\_name', and 'Web\_site\_source'. As 'Day' is mapped to 'Day', 'web\_site\_key' to 'Main Generic Entity Key', 'web\_site\_name' to 'Main Generic Entity Name', and 'Web\_site\_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.

The provided file has 4 unique combinations of 'Day', 'web\_site\_key', 'web\_site\_name', and 'Web\_site\_source', as each line has a unique 'web\_site\_key' and 'web\_site\_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

### NEW QUESTION # 16

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: C**

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 # 17

What is the relationship between "Media Buy Key" and "Creative Key"?

- A. One-to-one
- B. Many-to-one (one Creative Key has many Media Buy Keys)

- C. Many-to-many
- D. One-to-many (one Media Buy key has many Creative Key)

**Answer: D**

Explanation:

In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

### NEW QUESTION # 18

A client's data consists of three data sources - Facebook Ads, LinkedIn Ads and Google Campaign Manager.

Notes:

- \* The client is planning on adding an additional 100 Facebook Ads data streams and 50 more LinkedIn Ads data streams.
- \* The final volume of data in the workspace will be 5M rows
- \* Each data source has a naming convention and it can be assumed that any additional profile (i.e. Data Stream) from one of these sources will follow the same naming convention.

The client provided the following sample files:

Facebook Ads:

The client would like to create a new harmonization field named "Market," which will only be coming from Facebook Ads and LinkedIn Ads. The logic for "Market" is the following:

IF Media Buy Type is equal to "TypeB" or "TypeC" or "TypeD"

Return 'Europe'

ELSE

Return 'Rest Of The World'

In order to create the harmonization field Market, the client considers using either Mapping Formula, Calculated Dimension, VLOOKUP or Patterns.

Considering maintenance and scalability, which option is recommended?

- A. Patterns
- B. vLookuP
- C. Mapping Formulas
- D. Calculated Dimension

**Answer: A**

Explanation:

Patterns are the best approach in this scenario because:

**Scalability:** Patterns are highly scalable and can easily handle the addition of 100 more Facebook Ads and 50 more LinkedIn Ads streams. You can define pattern-matching rules that automatically apply to new data streams based on the naming conventions.

**Flexibility and Maintenance:** Patterns allow you to maintain and adjust logic easily. Since the logic for determining "Market" is based on a defined naming convention (e.g., Media Buy Type), Patterns can handle these rules effectively without requiring manual updates or static tables.

**Efficient Harmonization:** Patterns automatically classify data based on defined rules, reducing the need for ongoing manual maintenance compared to approaches like VLOOKUP or Mapping Formulas, which might require frequent updates as data changes.

Why not other options?

**Mapping Formulas:** While Mapping Formulas work well for static mappings, they are not as scalable or maintainable when the dataset grows or changes frequently.

**Calculated Dimension:** This option is valid for simple logic but is less maintainable for large-scale datasets, especially when new data streams are added.

**VLOOKUP:** This method is manual and not scalable. It would require you to update lookup tables for each new data stream, which is inefficient given the expected growth of the data.

### NEW QUESTION # 19

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

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th - 10th. How many different stages are presented in the table?

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

**Answer: A**

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages. Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

## NEW QUESTION # 20

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