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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q34-Q39):

NEW QUESTION # 34

Your client is interested in ingesting the below file:

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.
- B. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.
- C. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- D. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.
'Meeting Name' will be mapped to 'Generic Entity Key'

Answer: B,D

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

NEW QUESTION # 35

A client would like to integrate the following two sources:

Google Campaign Manager:

□ IAS:

□ After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Type, Analyzed Impressions
- B. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- C. Media Buy Name, Impressions
- D. Creative Name, Impressions, Analyzed Impressions

Answer: B

Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 36

Which Marketing Cloud Intelligence field is considered an attribute and not a "variable"?

- A. Campaign Category
- B. Geo Location
- C. Device Browser
- D. Device Category

Answer: D

Explanation:

In Marketing Cloud Intelligence, attributes refer to characteristics of the data that describe the environment or context but do not change within the scope of the data being analyzed. 'Device Category' is typically an attribute as it describes a characteristic of the device used and doesn't vary within a given session or user interaction. In contrast, variables are typically metrics or dimensions that can change value or be measured.

NEW QUESTION # 37

Your client provided the following sources:

Source 1:

Source 2:

Source 3:

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source 1. The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Which two options will meet the client's requirement and enable the desired view?

- A. Parent Child:
All sources will be uploaded to the same data stream type - Ads. The setup is the following:
Source 1: Media Buy Key -- Media Buy Key, extracted product value - Media Buy Attribute.
Source 2: Product - Media Buy Key, Product Group -- Media Buy Attribute.
Source 3: Product - Media Buy Key.
- B. Overarching Entities:
Source 1: custom classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.
Source 3: 'Product' will be mapped to Product field.
- C. Custom Classification: 1
Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer Source 3: 'Product' will be mapped to Custom Classification key. Came
- D. Harmonization Center:
Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension

Answer: C,D

Explanation:

To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:

Option A:

Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.

Option D:

Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension 'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

NEW QUESTION # 38

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Vlookup 0
- B. Data Fusion
- C. Calculated Dimensions

- D. Mapping formula
- E. Patterns

Answer: C,D,E

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

NEW QUESTION # 39

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