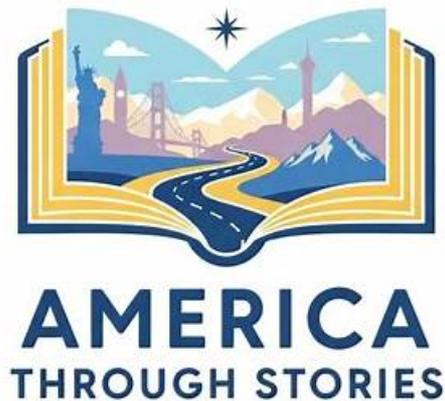


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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

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: D

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 # 21

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: D

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 # 22

Your client is interested in ingested the below file to a new generic data stream type:

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. An attribute of 'Meeting Code'
- B. A custom metric and set aggregation to SUM
- C. A separate entity key
- D. A custom metric and set aggregation to AUTO

Answer: A

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'RoomNumber' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

NEW QUESTION # 23

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. Main entity is not mapped
- B. The source file does not contain the media Buy entity
- C. The file does not contain any measurements (dimension only)
- D. All mapped Measurements for a given row have values equal to zero

Answer: A,D

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

NEW QUESTION # 24

An implementation engineer is requested to apply the following logic:

To apply the above logic, the engineer used only the Harmonization Center, without any mapping manipulations. What is the minimum amount of Patterns creating both 'Platform' and 'Line of Business'?"

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

Answer: D

Explanation:

To create both 'Platform' and 'Line of Business' fields using Patterns in the Harmonization Center without mapping manipulations, the engineer would need to create separate patterns for each data source mentioned. According to the provided images:

One pattern for LinkedIn Ads, to extract the 'Campaign Name' at position 4 for the Platform and 'Media Buy Name' at position 7 for Line of Business.

One pattern for AdRoll, to extract 'Media Buy Name' at position 3 for Platform and at position 2 for Line of Business.

One pattern for Google Analytics, which seems not required for the Platform but could apply if the Line of Business extraction is necessary, although it states N/A.

Hence, a minimum of 3 patterns would be necessary to create the fields required.

NEW QUESTION # 25

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