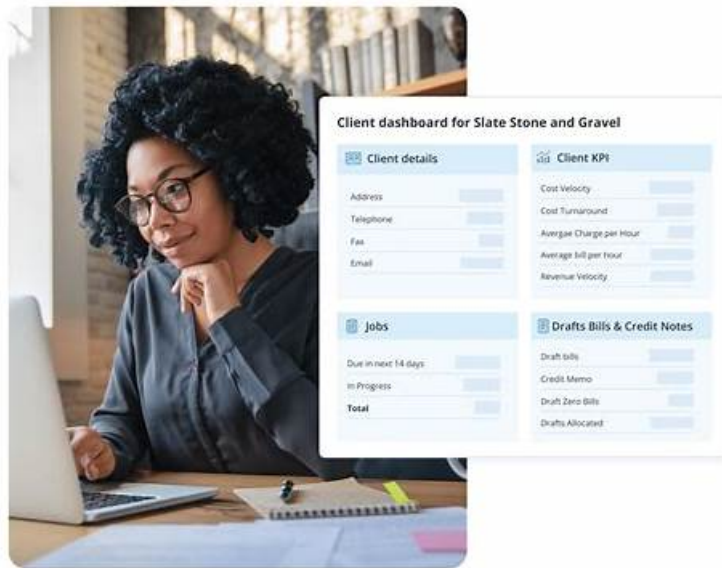


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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q21-Q26):

NEW QUESTION # 21

Your client would like to create a new harmonization field - Exam Topic.
The below table represents the harmonization logic from each source.

	Source A (Ads)	Source B (Messaging)	Source C (Ads)
Exam ID	2nd position of Media Buy Key	1st position of Message Send Name	3rd position of Campaign Name
Exam Topic	3rd position of Media Buy Type	---	6th position of Campaign Category
Unique Measurement	Cost	Email Sends	Video Views

As can be seen from the table there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that where an Exam ID is found - a single Exam Topic value is associated with it. The Client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values as seen in the following example:

Exam Topic	Cost	Email Sent	Video Views
Math	10	100	90
Literature	50	900	123

Which harmonization feature should an Implementation engineer use to meet the client's requirement?

- A. Transformers
- B. Fusion
- C. Parent Child
- D. Calculated dimensions
- E. Custom Classification

Answer: E

Explanation:

To meet the client's requirement of slicing measurements by 'Exam Topic' values, an Implementation Engineer should use Custom Classification. This feature allows different Exam IDs to be classified into their respective Exam Topics, ensuring that data from all sources can be accurately harmonized and analyzed based on these topics.

NEW QUESTION # 22

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.

Oppportunity File		
Day	Oppportunity Key	Oppportunity Stage
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

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

"Oppportunity Key" > Main Generic Entity Key

"Oppportunity Stage" - Generic Entity key 2

A pivot table was created to present the count of oppportunities in each stage. The pivot table is filtered on Jan 7th - 11th. Which option reflects the stage(s) the oppportunity key 123AA01 is associated with?

- A. Confirmed interest
- B. Confirmed Interest & Registered
- **C. Interest & Registered**
- D. interest

Answer: C

Explanation:

Filtering the pivot table on January 7th- 11th, we see that the Oppportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the oppportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

NEW QUESTION # 23

A client provides the following two data streams:

Data Stream 1:

Media Buy Name	Campaign Key	Campaign Advertiser
MBN 1	camp_key_1	Adver 1
MBN 2	camp_key_1	Adver 1
MBN 3	camp_key_2	Adver 2

Data Stream 2:

Day	Media Buy Name	Cost
01-Jan-20	MBN 1	10 \$
01-Jan-20	MBN 2	30 \$

The client would like to use a VLOOKUP formula to calculate the Cost per Campaign Advertiser on January 1st 2020. Which mapping options should the client apply to obtain the expected result?

- A.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Campaign Key	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Campaign Advertiser	csv('Campaign Advertiser')	Media Buy Custom Attribute 01	Vlookup(csv('Media Buy Name'), (Data Stream 1))
		Media Cost	csv('Cost')

- B.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Campaign Key	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Campaign Advertiser	csv('Campaign Advertiser')	Campaign Custom Attribute 01	Vlookup(csv('Media Buy Name'), (Data Stream 1))

- C.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Media Buy Custom Attribute 01	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Media Buy Custom Attribute 02	csv('Campaign Advertiser')	Media Buy Custom Attribute 01	Vlookup(csv('Media Buy Name'), (Data Stream 1))
		Media Cost	csv('Cost')

- D.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Campaign Key	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Campaign Advertiser	csv('Campaign Advertiser')	Media Cost	csv('Cost')
Custom Metric 1	Vlookup((Data Stream 2))		

Answer: B

Explanation:

To calculate Cost per Campaign Advertiser using a VLOOKUP formula, the client needs to look up the 'Cost' from Data Stream 2 based on a matching 'Media Buy Name' in Data Stream 1. Option A shows that 'Media Buy Name' is the lookup value, which is correct. The 'Campaign Advertiser' is then linked to the 'Cost' from Data Stream 2 through the VLOOKUP formula applied to the 'Media Buy Custom Attribute 01' in Data Stream 2. This setup will correctly associate the cost with the campaign advertiser.

NEW QUESTION # 24

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

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	5
01-Apr-20	MBK_2	MBN_A_2	CK_4		2

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRK_B_1	10	\$ 2
01-Apr-20	CK_2	CN_B_2	CRK_B_2	20	\$ 3

Data Stream C:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

* 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.
 Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK_3'?

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

Answer: A

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK_3' has 100 impressions.

NEW QUESTION # 25

An implementation engineer has been asked by a client for assistance with the following problem:

The below dataset was ingested:

Day	Campaign Key	Campaign Category	Clicks
02/02/2021	Camp A	Type1	2
03/02/2021	Camp B	Type1	6
04/02/2021	Camp C	Type3	4

However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for Type1 is 4. What could be the reason for this discrepancy?

- A. A mapping formula was populated, indicating not to bring Type1 values.
- B. The aggregation function is set as LIFETIME
- C. The measurement 'Clicks' is set as a percentage.
- D. The aggregation function is set as AVG

Answer: D

Explanation:

The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

NEW QUESTION # 26

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