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## **Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q59-Q64):**

### NEW QUESTION # 59

Which option will yield the desired result:?

- A. Option 1
- B. Option 3
- C. Option 4
- D. Option 2

**Answer: C**

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

### NEW QUESTION # 60

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

**Answer: C**

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 # 61

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: D**

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 # 62

Your client has provided sample files of their data from the following data sources:

Google Campaign Manager

Below are the requirements from the client and additional information:

\* The sources are linked to each other by shared Media Buy names.

\* In addition to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.

\* The source of truth for cost is Google DV360

Which action(s) are needed to take place in order to meet the client's requirement and set Google DV360 as the source of truth for Cost?

- A. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- **B. Unmap 'Cost' in Google Campaign Manager**
- C. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- D. Unmap 'Cost' in Google DV360

**Answer: B**

Explanation:

To set Google DV360 as the source of truth for cost:

The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.

Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager. Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming from Google DV360.

#### NEW QUESTION # 63

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer'?

- A. Two separate patterns (filtered by LinkedIn or AdRoll sources).  
Another single pattern for Campaign Name (filtered by Google Analytics source).  
A total of 3 patterns.
- B. Two separate patterns (filtered by LinkedIn or AdRoll sources)  
Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).  
A total of 3 patterns.
- C. Two separate patterns (filtered by LinkedIn or AdRoll sources).  
Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.
- **D. Two separate patterns (filtered by LinkedIn or AdRoll sources)**  
**Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.**  
**Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).**  
**A total of 3 patterns**

**Answer: D**

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This

allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

## NEW QUESTION # 64

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