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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54
Which Marketing Cloud Intelligence field is considered an attribute and not a "variable"?

- A. Device Category

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

Answer: A

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 # 55

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 separate entity key
- C. A custom metric and set aggregation to AUTO
- D. A custom metric and set aggregation to SUM

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 'Room Number' 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 # 56

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. When a data stream type "CRM - Leads" is created, another complementary 'CRM - Opportunity' is created automatically.
- B. The data is stored at the workspace level.
- C. Pacing - daily rows are being created for every lead and opportunity keys
- D. No mappable measurements - all measurements are calculated

Answer: C,D

Explanation:
For performance issues when loading a dashboard using CRM data stream type:
Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.
Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

NEW QUESTION # 57

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 assume that the file is mapped in the OPPORTUNITIES Data Stream type with the following mapping:
"Day" - "Created Date"
"Opportunity Key" + Opportunity Key
"Opportunity Stage" - Opportunity Stage
A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 11th. What is the

number of 'opportunities in the Confirmed Interest stage?

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

Answer: C

Explanation:
pivot table is filtered on January 11th, we refer to the Opportunity file and see that there are no records for January 11th. Thus, there would be zero opportunities in the Confirmed Interest stage on that date. The Salesforce Marketing Cloud Intelligence's pivot table feature allows for the display of counts of entities based on the filtered criteria, which in this scenario would show zero since no records exist for the filtered date. Reference: Salesforce Marketing Cloud Intelligence documentation on pivot table functionalities.

NEW QUESTION # 58
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 Name, Impressions
- C. Creative Name, Impressions, Analyzed Impressions
- D. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions

Answer: D

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 # 59
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