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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q14-Q19):

NEW QUESTION # 14

Which two statements are correct regarding variable Dimensions in marketing Cloud intelligence's data model?

- A. All variables exist in every data set type, hence are considered as overarching dimensions
- B. Variable Dimensions hold a Many-to-Many relationship with its main entity
- C. These are stand alone dimensions that pertain to the data set itself rather than to a specific entity
- D. These dimensions are stored at the workspace level

Answer: B,D

Explanation:

Variable dimensions in Marketing Cloud Intelligence's data model are flexible and can be associated with multiple entities, forming a many-to-many relationship. These dimensions are configured and stored at the workspace level, allowing for customization and alignment with specific reporting needs and analytics practices.

NEW QUESTION # 15

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

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

Answer: C

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 # 16

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. Creative Name, Impressions, Analyzed Impressions
- B. Media Buy Name, Impressions
- C. Media Buy Type, 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 # 17

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: A

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 # 18

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:

Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name
- B. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- C. **Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for 'Ronaldo') for the final Harmonized Dimension.**
- D. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.

Answer: C

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

NEW QUESTION # 19

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