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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q57-Q62):

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: D

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
Your client would like to create a new harmonization field - Exam Topic.
The below table represents the harmonization logic from each source.
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:
The client suggested to create, without any mapping manipulations, several patterns via the harmonization center that will generate two Harmonized Dimensions:
Exam ID
Exam Topic
Given the above information, which statement is correct regarding the ability to implement this request with the above suggestion?

- A. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
- B. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution
- C. The solution will work - the client will be able to view Exam Topic with Email Sends.
- D. The above Patterns setup will not work for this use case.

Answer: B

Explanation:
If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

NEW QUESTION # 59
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 January (entire month).
What is the number of opportunities in the Interest stage?

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

Answer: B

Explanation:
Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

NEW QUESTION # 60

An implementation engineer has been asked to perform QA for a standard file ingestion, done by the client.
The source file that was ingested can be seen below:

The number of rows added to this data stream is 3. What could have led to this discrepancy?

- A. All fields are mapped except for the Media Buy Key.
- B. All fields are mapped except for the Media Buy Name.
- C. All fields are mapped except for the Creative Name
- D. All fields are mapped except for the Campaign Key

Answer: D

Explanation:
The source file shows data related to media buys, including a 'Media Buy Key', 'Media Buy Name', 'Campaign Key', and 'Site Key', among other fields. If only three rows were added, and the discrepancy is due to a missing field, it's likely that 'Campaign Key' is the field not mapped, because it is crucial for linking related records in the data stream. Without the 'Campaign Key', the system cannot associate the media buy data with specific campaigns, leading to a potential loss of data rows during ingestion.

NEW QUESTION # 61

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: C

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 # 62

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