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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q48-Q53):

NEW QUESTION # 48

The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

Day	web_site_key	web_site_name	web_site_source	Page Views
01/01/2021	site_key1	site_name1	fbtag/tp_email	100
01/01/2021	site_key1	site_name1	referral	200
01/01/2021	site_key2	site_name2	twitter	300
01/01/2021	site_key3	site_name3	fb_inst	400

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: A

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 # 49

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 \$	1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200 \$	2

Data Stream B:					
Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10 \$	2
01-Apr-20	CK_2	CN_B_2	CRTK_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.

Which data stream should be set as a parent?

- A. Data Stream A
- B. Any of the data streams can technically be the parent
- C. Data Stream B
- **D. Data Stream C**

Answer: D

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

NEW QUESTION # 50

Your client provided the following sources:

Source 1:

Day	Media Buy Key	Media Buy Name	Clicks
01/01/2021	17782	Mulop--1290	5
01/01/2021	45120	Loni--323	5
01/01/2021	54342	Loni--4989	5
01/01/2021	90034	kobak--1290	5
01/01/2021	80536	Mulop--2381	5

Source 2:

Product	Product Group
Abi	A
Loni	A
Kobak	A
Mulop	B

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source 1. The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Product Group	Clicks	Sign ups
A	15	42
B	10	15

Which two options will meet the client's requirement and enable the desired view?

- **A. Parent Child:**
All sources will be uploaded to the same data stream type - Ads. The setup is the following:
Source 1: Media Buy Key -- Media Buy Key, extracted product value - Media Buy Attribute.
Source 2: Product - Media Buy Key, Product Group -- Media Buy Attribute.
Source 3: Product - Media Buy Key.
- **B. Overarching Entities:**
Source 1: custom classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.
Source 3: 'Product' will be mapped to Product field.
- **C. Harmonization Center:**
Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension
- **D. Custom Classification: 1**
Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer Source 3: 'Product will be mapped to Custom Classification key. Cam

Answer: C,D

Explanation:

To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:

Option A:

Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.

Option D:

Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension 'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

NEW QUESTION # 51

A client has provided you with sample files of their data from the following data sources:

1. Google Analytics
2. Salesforce Marketing Cloud

The link between these sources is on the following two fields:

Message Send Key

A portion of: web_site_source_key

Below is the logic the client would like to have implemented in Datorama:

For 'web site medium' values containing the word "email" (in all of its forms), the section after the "_" delimiter in

'web_site_source_key' is a 4 digit number, which matches the 'Message Send Key' values from the Salesforce Marketing Cloud file.

Possible examples of this can be seen in the following table:

Google Analytics:

Web site key	web site medium	web_site_source_key	Page Views
Key1	Email	Email_6783	50
Key1	Organic	Organic_9045	100

Salesforce Marketing Cloud:

The client's objective is to visualize the mutual key values alongside measurements from both files in a table.

Message Send Key	Page Views	Message Sends	Message Total Clicks
6783	50	400	200

In order to achieve this, what steps should be taken?

- A. Create a Web Analytics Site Source custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
- B. Upload the two files and create a Parent-Child relationship between them. The Override Media Buy Hierarchy checkbox is checked in Google Analytics.
- C. Within both files, map the desired value to Custom Classification Key as follows Salesforce Marketing Cloud: map entire Message Key to Custom Classification Key.
Google Analytics: map the extraction logic to Custom Classification Key.
- D. Create a Web Analytics Site custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.

Answer: C

Explanation:

To create a linkage between Google Analytics and Salesforce Marketing Cloud data based on the "Message Send Key" and a portion of the "web_site_source_key," both values need to be harmonized into a common key. This is done by mapping the full Message Send Key from Salesforce Marketing Cloud and the extracted part of the web_site_source_key from Google Analytics to the same Custom Classification Key. This mapping will create a common identifier that can be used to combine the data from both sources for analysis and visualization.

NEW QUESTION # 52

Which two statements are correct regarding LiteConnect?

- A. All of the dimensions mapped within a LiteConnect data stream are considered overarching entities.
- B. The dataset does not conform to the standard data model
- C. It does not require any identification of entities, keys or any other categorization.
- D. Data coming from LiteConnect cannot be harmonized with the rest of the workspace data via the harmonization center at a later step.

Answer: B,C

Explanation:

LiteConnect is a feature in Salesforce Marketing Cloud Intelligence that allows users to bring external data into the platform quickly and easily. Here are the correct statements regarding LiteConnect:

A. LiteConnect allows for a quick setup by not requiring detailed identification of entities, keys, or categorization. Users can upload

files without having to conform to the standard data model, which speeds up the process of data integration.

B. With LiteConnect, datasets are uploaded in their native format and do not conform to the standard data model of Marketing Cloud Intelligence. This means that the original structure of the dataset is maintained, and there is no need for extensive transformation or mapping upon the initial data import.

For C and D: While LiteConnect datasets might not conform to the standard data model initially, there are capabilities within Marketing Cloud Intelligence to further categorize and harmonize this data if needed. Therefore, C is not entirely correct, and D is incorrect because harmonization can indeed occur at a later step.

NEW QUESTION # 53

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