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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q53-Q58):

### NEW QUESTION # 53

Client has provided sample files of their data from the following data sources:  
Google Campaign Manager

| date_id    | media_buy_name | media_buy_id | Site_id | site_name | campaign_id | campaign_name         | clicks | impressions | cost |
|------------|----------------|--------------|---------|-----------|-------------|-----------------------|--------|-------------|------|
| 20/02/2020 | Name A         | 517773       | 3114    | Site1     | 726         | QWE_bhv_vid_guaran_uk | 2      | 551         | 21   |
| 20/02/2020 | Name B         | 514257       | 3115    | Site2     | 726         | QWE_bhv_vid_guaran_uk | 0      | 955         | 26   |
| 20/02/2020 | Name C         | 853853       | 3115    | Site2     | 882         | QWE_bhv_dis_guaran_IT | 0      | 558         | 98   |
| 20/02/2020 | Name D         | 514254       | 3116    | Site3     | 726         | QWE_bhv_vid_guaran_uk | 1      | 1097        | 97   |

  

| date_id    | media_buy_name | media_buy_id | Site_id | site_name | campaign_id | campaign_name         | Video views | fully played | cost |
|------------|----------------|--------------|---------|-----------|-------------|-----------------------|-------------|--------------|------|
| 20/02/2020 | Name A         | 17654        | 3114    | Site1     | 726         | QWE_bhv_vid_guaran_uk | 102         | 11           | 58   |
| 20/02/2020 | Name B         | 77654        | 3115    | Site2     | 726         | QWE_bhv_vid_guaran_uk | 118         | 162          | 75   |
| 20/02/2020 | Name C         | 71930        | 3114    | Site1     | 234         | QWE_re                | 156         | 40           | 32   |
| 20/02/2020 | Name D         | 76578        | 3116    | Site3     | 726         | QWE_bhv_vid_guaran_uk | 168         | 2            | 98   |

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.

As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:

| Field          | Mapped To      |
|----------------|----------------|
| date_id        | Day            |
| media_buy_name | Media Buy Name |
| media_buy_id   | Media Buy Key  |
| Site_id        | Site Key       |
| site_name      | Site Name      |
| campaign_id    | Campaign Key   |
| campaign_name  | Campaign Name  |

Please note:

- \* All other measurements were mapped as well to the appropriate fields.
- \* No other mapping manipulations or formulas were implemented.

How many records will the merged table hold?

- A. 0
- B. 1
- C. Depends on the Data Updates Permissions
- D. 2

**Answer: A**

Explanation:

Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

#### NEW QUESTION # 54

Which three statements describe Overarching Entities? 03m 23s

- A. The values of these entities are stored at the workspace level, rather than the data stream level
- B. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.
- C. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
- D. These are mappable dimensions that are present in each and every dataset type
- E. When needed, these entities can act as a main entity, replacing the original one.

**Answer: A,B,E**

Explanation:

Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:

B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.

C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.

E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

#### NEW QUESTION # 55

What Is a disadvantage of using a Vlookup formula?

- A. Could extend processing time of data streams.
- B. It allows classifying data only on a basis of mutual entity keys.
- C. It cannot be used more than once from the same data stream.
- D. Can return values only from the same data stream type

**Answer: A**

Explanation:

The use of VLOOKUP formulas can increase the processing time of data streams because it requires a lookup operation for each row in the data set. When large volumes of data are involved, or when multiple VLOOKUPS are used, this can significantly impact processing time due to the complexity and computational requirements of matching and retrieving the data.

#### NEW QUESTION # 56

What is the relationship between "Media Buy Key" and "Campaign Key"?

- A. Many-to-many
- B. One-to-one
- C. Many-to-one (one Campaign Key has many Media Buy Keys)
- D. One-to-many (one Media Buy Key has many Campaign Keys)

**Answer: C**

Explanation:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

#### NEW QUESTION # 57

Source 3:



| Day        | Product | Signups |
|------------|---------|---------|
| 01/01/2021 | Abi     | 10      |
| 01/01/2021 | Lori    | 12      |
| 01/01/2021 | Kobak   | 20      |
| 01/01/2021 | Mulop   | 15      |

Via the harmonization Center, the Client has created Patterns and applied a classification rule using source 2.

While performing QA, you have spotted that the final value of clicks for Product Group Ais 10, where it should've been i5.

| Product Group | Sign ups | Clicks |
|---------------|----------|--------|
| A             | 30       | 10     |

How can an implementation engineer fix this discrepancy?

- A. Uncheck the "Case Sensitive" checkbox in the data classification
- B. Toggle the 'Structure Compliant' OFF.
- C. Leave the "Case Sensitive" checkbox in the data classification unchecked
- D. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.

**Answer: A**

Explanation:

Case Sensitivity Issue:

The discrepancy in the "Clicks" value for Product Group A (10 instead of 15) likely arises from a mismatch caused by case sensitivity in the classification rules. If some data entries use different capitalization (e.g., "Product Group A" vs. "product group a"), the system might treat them as distinct entries, leading to incorrect aggregations.

Solution:

By unchecking the "Case Sensitive" checkbox, the harmonization process will treat entries with different capitalization as the same value. This ensures consistent classification and resolves discrepancies in aggregated metrics like "Clicks."

## NEW QUESTION # 58

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