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

### NEW QUESTION # 57

Which option will yield the desired result:?

- A. Option 3
- B. Option 2
- C. Option 1
- **D. Option 4**

**Answer: D**

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign

Key level.

### NEW QUESTION # 58

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux\_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Calculated Dimensions
- B. Vlookup 0
- C. Patterns
- D. Mapping formula
- E. Data Fusion

**Answer: A,C,D**

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

**Calculated Dimensions:** These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

**Patterns:** This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

**Mapping Formula:** Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

### NEW QUESTION # 59

Source 3:

□ 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 A is 10, where it should've been 15.

□ How can an implementation engineer fix this discrepancy?

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

**Answer: D**

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 # 60

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. Mapped measurements

- B. Mapped dimensions
- C. The EXTRACT function
- D. Calculated dimensions
- E. The VLOOKUP function

**Answer: A,B,C**

Explanation:

Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension. Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.

Explanation:

In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:

B). Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.

C). The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.

E). Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

### NEW QUESTION # 61

A client Ingested the following We into Marketing Cloud Intelligence:

□ The mapping of the above file can be seen below:

Date - Day

Media Buy Key - Media Buy Key

Campaign Name - Campaign Name

Campaign Group -. Campaign Custom Attribute 01

Clicks -> Clicks

Media Cost -> Media Cost

Campaign Planned Clicks -> Delivery Custom Metric 01

The client would like to have a "Campaign Planned Clicks" measurement.

This measurement should return the "Campaign Planned Clicks" value per Campaign, for example:

For Campaign Name 'Campaign AAA', the "Campaign Planned Clicks" should be 2000, rather than 6000 (the total sum by the number of Media Buy keys).

In order to create this measurement, the client considered multiple approaches. Please review the different approaches and answer the following question:

□ Which two options will yield a false result:

- A. Option 5
- B. Option 3
- C. Option 2
- D. Option 1
- E. Option 4

**Answer: A,D**

Explanation:

The goal is to obtain a "Campaign Planned Clicks" value per Campaign, not accumulated by Media Buy keys. Option 1 (SUM aggregation function) would sum all the "Campaign Planned Clicks" across Media Buy keys which would not yield the unique value per Campaign. Similarly, Option 5 (AVG aggregation function at Campaign Key level) would incorrectly average the values. Both options do not provide a way to return a singular "Campaign Planned Clicks" value for each Campaign.

### NEW QUESTION # 62

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