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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44

A client provides the following three files:

File A:

File B:

File C:

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

Which proposed solution would cause a false connection between the two files?

- A. VLOOKUP in Data Stream C. Vlookup will return "MB Name"
- B. Custom classification
- C. Data Classification
- **D. VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"**

Answer: D

Explanation:

With File A uploaded using the Ads data stream type, the client wishes to create a view incorporating data from Files B & C. A false connection would occur if VLOOKUP in Data Stream B is used incorrectly to return "Day" and "Installs". In this scenario, VLOOKUP might inaccurately link data based on MB Name between File B and File A or File C, which do not have a "Day" field to correctly join on. Moreover, "Installs" data in File B doesn't exist, so VLOOKUP cannot correctly return this information. The correct method would be to use the "Media Buy New Name" to link File B and File C since they both have this field, ensuring accurate connection and avoiding data mismatches or false connections.

NEW QUESTION # 45

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 # 46

A client's data consists of three data streams as follows:

Data Stream A:

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.

The client would like to have a "Site Revenue" measurement.

This measurement should return the highest revenue value per Site, for example:

For Site Key 'SK_C_2', the "Site Revenue" should be \$7.00.

When aggregated by date, the "Site Revenue" measurement should return the total sum of the results of all sites.

For example:

For the date 1 Apr 2020, "Site Revenue" should be \$11.00 (sum of Site Revenue for Site Keys 'SK_C_1' (\$4.00) and 'SK_C_2' (\$7.00))

Which options will yield the desired result;

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

Answer: D

Explanation:

Option #2: It suggests using the 'SUM' function to aggregate the 'Site Revenue' for each 'Site Key'. This is necessary to ensure that when aggregated by date, 'Site Revenue' should return the total sum of the highest revenue for all sites.

Option #4: It indicates changing the Aggregation Function of Revenue to 'MAX' within Data Stream C.

This ensures that for a given 'Site Key', the highest revenue value is selected, which is correct for individual site revenue determination.

Combining Option #2 and Option #4 will provide the desired result:

For an individual 'Site Key', it will give the highest revenue (using MAX aggregation in Option #4).

When aggregating by date across all 'Site Key's, it will sum the highest revenues (using the SUM function in Option #2).

NEW QUESTION # 47

Which two statements are correct regarding the Parent-Child configuration?

- **A. Parent-Child configurations can cause performances issues**
- B. Parent-Child allows sharing both dimensions and measurements
- **C. Parent-Child links different tables based on shared key values**
- D. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.

Answer: A,C

Explanation:

Parent-Child configurations in Marketing Cloud Intelligence are used to link different data tables based on shared key values, allowing for the relational organization of data across various streams. While this setup enhances data analysis and reporting by maintaining logical relationships between parent and child tables, it can also introduce performance issues. The complexity increases with the number of relationships and the volume of data, potentially slowing down query processing and data manipulation. Additionally, Parent-Child configurations facilitate the sharing of dimensions and measurements across linked tables, enhancing the data's usability without duplicating it.

NEW QUESTION # 48

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" - Main Generic Entity Attribute

"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 Jan 11th. What is the number of opportunities in the Interest stage?

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

Answer: C

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th,

there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

NEW QUESTION # 49

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