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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q20-Q25):

### NEW QUESTION # 20

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

Google Campaign Manager

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:

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

**Answer: B**

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 # 21

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:

Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.
- **B. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo) for the final Harmonized Dimension.**
- C. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- D. Create a second Pattern for Media Buy Name

**Answer: B**

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

### NEW QUESTION # 22

A client would like to integrate the following two sources:

Google Campaign Manager:

IAS:

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- B. Creative Name, Impressions, Analyzed Impressions
- C. Media Buy Type, Analyzed Impressions
- D. Media Buy Name, Impressions

**Answer: A**

Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship.

The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

### NEW QUESTION # 23

A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic:  $(\text{Media Cost}) / \text{Sign-ups}$  As can be seen in the table below, CPS was created twice and was set with two different aggregations:

From looking at the table, what are the aggregation settings for each one of the newly created KPIs?

- A.
- B.
- C.
- D.

**Answer: D**

Explanation:

The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

### NEW QUESTION # 24

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. Data Classification
- B. Custom classification
- C. VLOOKUP in Data Stream C. Vlookup will return "MB Name"
- 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 # 25

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