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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q35-Q40):

### NEW QUESTION # 35

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. Uncheck the "Case Sensitive" checkbox in the data classification**
- C. Toggle the 'Structure Compliant' OFF.
- D. Leave the "Case Sensitive" checkbox in the data classification unchecked

**Answer: B**

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 # 36

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.
- \* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked. What should the Data Updates Permissions be set to for Data Stream B?

- A. Update Attributes
- B. There is no difference, all permissions will have a similar effect given the scenario.
- C. Inherit Attributes and Hierarchies
- **D. Update Attributes and Hierarchies**

**Answer: D**

Explanation:

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:

The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.

The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

### NEW QUESTION # 37

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. The source file does not contain the media Buy entity
- **B. All mapped Measurements for a given row have values equal to zero**
- C. The file does not contain any measurements (dimension only)
- **D. Main entity is not mapped**

**Answer: B,D**

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

### NEW QUESTION # 38

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

**Answer: D,E**

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 # 39

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.

How should the "Override Media Buy Hierarchies" checkbox be set in order to meet the client's requirements?

- A. It should be checked in Data Stream C
- B. It should be checked in Data Stream B
- C. It should be checked in Data Stream A
- D. It should not be checked in any of the three Data Streams.

**Answer: A**

Explanation:

If Data Stream C is the source of truth, the "Override Media Buy Hierarchies" checkbox should be checked for Data Stream C. This means that the hierarchy defined within Data Stream C will take precedence over any other media buy hierarchies present in Data Streams A or B. By doing so, it enforces that the hierarchy from the source of truth (Data Stream C) is used throughout the dataset, maintaining the integrity of the hierarchical relationships as defined by the most reliable data source.

#### NEW QUESTION # 40

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