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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q43-Q48):

NEW QUESTION # 43

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

Answer: B

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 # 44

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

* 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.

Which data stream should be set as a parent?

- A. Data Stream B
- B. Any of the data streams can technically be the parent
- **C. Data Stream C**
- D. Data Stream A

Answer: C

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

NEW QUESTION # 45

An implementation engineer has been provided with 4 different source files: 03m48s

1. Twitter Ads ~
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

□ Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

File structure/headers:

□

- A. □
- B. □
- C. □
- D. □

Answer: C

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

NEW QUESTION # 46

A client wants to integrate their data within Marketing Cloud Intelligence to optimize their marketing Insights and cross-channel marketing activity analysis. Below are details regarding the different data sources and the number of data streams required for each source.

□ Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to
- B. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- C. Ease of Maintenance - the logic is written and populated in one centralized place
- D. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- E. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.

Answer: C,D,E

Explanation:

Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.

Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.

Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

NEW QUESTION # 47

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 apply a Classification Rule (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 add a validation list (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 # 48

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