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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q39-Q44):

NEW QUESTION # 39
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. Mapping formula
- B. Patterns
- C. Data Fusion
- D. Vlookup 0
- E. Calculated Dimensions

Answer: A,B,E

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 # 40

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. The data is stored at the workspace level.
- B. No mappable measurements - all measurements are calculated
- C. Pacing - daily rows are being created for every lead and opportunity keys
- D. When a data stream type "CRM - Leads' is created, another complementary 'CRM - Opportunity' is created automatically.

Answer: B,C

Explanation:

For performance issues when loading a dashboard using CRM data stream type:

Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.

Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

NEW QUESTION # 41

A client has integrated data from Facebook Ads. Twitter ads, and Google ads in marketing Cloud intelligence. For each data source, the source, the data follows a naming convensions as ...

Facebook Ads Naming Convention - Campaign Name:

CampID_CampName#Market_Object#object#targetAge_TargetGender

Twitter Ads Naming Convention- Media Buy Name

MarketTargeAgeObjectiveOrderID

Google ads Naming Convention-Media Buy Name:

Buying_type_Market_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization Center. Given the above information, which statement is correct regarding the ability to implement this request?

wet Me - Given the above information, which statement i 's Correct regarding the ability to implement this request?

- A. it is not possible to do this, as the naming conventions are different
- B. The client Wi-Fi be able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains mufti delimiters.

- C. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- D. The client will be able to do this and it will require building three patterns.

Answer: D

Explanation:
Despite the different naming conventions, harmonization is possible using patterns in the Harmonization Center. By extracting the 'Market' and 'Objective' components from the naming conventions of each platform, three separate patterns would be created to map these common fields consistently across the data from Facebook Ads, Twitter Ads, and Google Ads.

NEW QUESTION # 42
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" - Generic Entity key 2
A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th -11th. Which option reflects the stage(s) the opportunity key 123AA01 is associated with?

- A. Interest & Registered
- B. Confirmed interest
- C. interest
- D. Confirmed Interest & Registered

Answer: A

Explanation:
Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

NEW QUESTION # 43
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 3
- B. Option 2
- C. Option 4
- D. Option 1
- E. Option 5

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 # 44

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