

# Exam Salesforce Marketing-Cloud-Intelligence Questions, New Marketing-Cloud-Intelligence Test Prep

## Salesforce Marketing Cloud Intelligence Accredited Professional Exam



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## Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q11-Q16):

### NEW QUESTION # 11

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	1st Party Creative Image	1st Party Creative Group
-------------	--------------------------	--------------------------

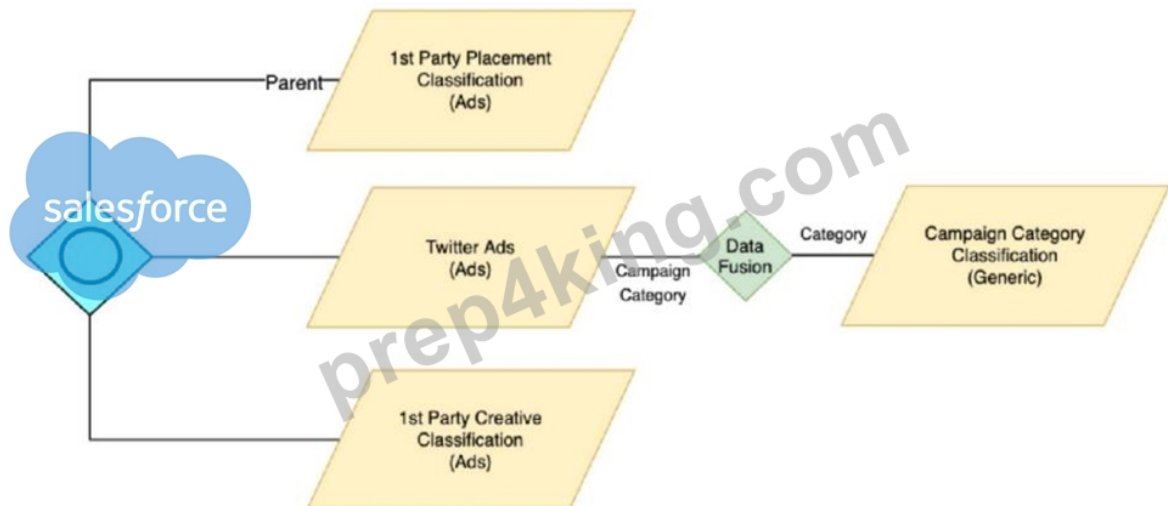
Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

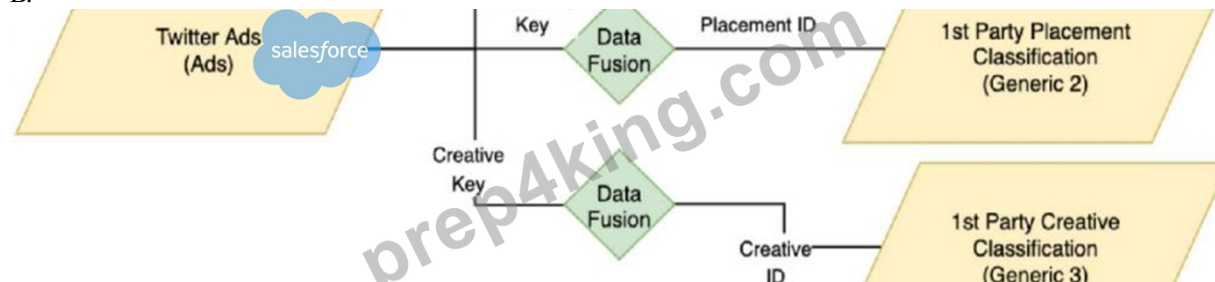
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

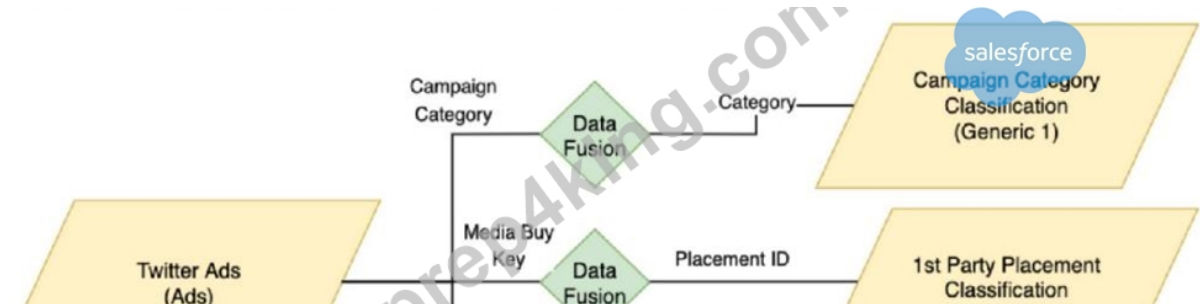
- A.



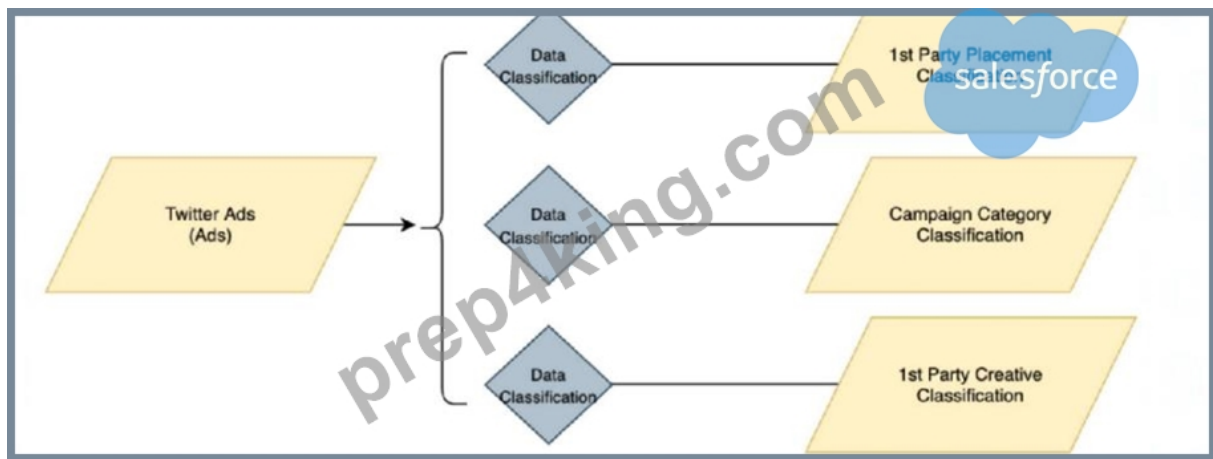
- B.



- C.



- D.



**Answer: D**

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 # 12

Your client is interested in ingesting the below file:

Date	Meeting Code	Meeting Name	Number of Topics
01/01/2021	MT01	MT11	3
01/01/2021	MT01	MT22	5
01/01/2021	MT03	MT11	4
01/01/2021	MT04	MT11	8

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.  
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.  
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- B. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.  
'Meeting Name' will be mapped to 'Generic Entity Key'
- C. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.  
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.
- D. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.  
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.  
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.

**Answer: A,C**

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

\* 'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

\* 'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

\* Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'.

This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

\* Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

### NEW QUESTION # 13

What is the relationship between "Media Buy Key" and "Campaign Key"?

- A. One-to-many (one Media Buy Key has many Campaign Keys)
- B. One-to-one
- C. Many-to-one (one Campaign Key has many Media Buy Keys)
- D. Many-to-many

**Answer: C**

Explanation:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

### NEW QUESTION # 14

An implementation engineer is requested to integrate the following files:

File A:

date	employee_id	employee_name	tasks_completed
01/08/2019	emp_1	Jon Stons	3
01/08/2019	emp_2		2
01/08/2019	emp_3	Jon Bones	4

File B:

date	employee_id	employee_name	squad	tasks_assigned
15/08/2019	emp_1	Jon Stons	Sales	10
15/08/2019	emp_2	Jon Jones	R&D	15
15/08/2019	emp_3	Jon Bones	Support	13

The client would like to link the two files in order to view the two KPIS ('Tasks Completed' and 'tasks Assigned') alongside 'Employee Name' and/or 'Squad'.

A Parent-Child configuration was set between the two.

Which two statements are correct?

- A. The join can be successful even if "empjd" isn't mapped and employee.name' is mapped to the same entity name in both data streams
- B. Any one of the files can potentially be set as the Parent data stream
- C. The two files were uploaded to a different Generic type
- D. The two files cannot be joined as they hold different dates
- E. The two files cannot be Joined as they hold different measurements

**Answer: A,B**

Explanation:

In Marketing Cloud Intelligence, joining two files requires a common field to be mapped as the same entity. If

"employee\_name" is consistently mapped across both data streams, it can serve as the basis for the join, regardless of whether

"employee\_id" is mapped. The choice of which file serves as the Parent stream depends on the use case and the desired reporting



structure, but technically, either could serve as the Parent.

#### NEW QUESTION # 15

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.

Opportunity File		
Day	Opportunity Key	Opportunity Stage
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

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

"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 7th - 10th. How many different stages are presented in the table?

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

**Answer: B**

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages.

Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

#### NEW QUESTION # 16

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