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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57
Client has provided sample flies 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. 0
- B. 1
- C. 2
- D. Depends on the Data Updates Permissions

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 # 58
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. Calculated Dimensions
- C. Patterns
- D. Data Fusion
- E. Vlookup 0

Answer: A,B,C

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 # 59
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 A
- B. It should be checked in Data Stream C
- C. It should not be checked in any of the three Data Streams.
- D. It should be checked in Data Stream B

Answer: B

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 # 60

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

Answer: C

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 # 61

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

The mapping is as follows:
Day - Day
web_site_key -> Main Generic Entity Key
web_site_name -> Main Generic Entity Name
Web_site_source -> Main Generic Entity Attribute 01
Page Views - Generic Metric 1
How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

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

Answer: C

Explanation:
With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source'. As 'Day' is mapped to 'Day', 'web_site_key' to 'Main Generic Entity Key', 'web_site_name' to 'Main Generic Entity Name', and 'Web_site_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.
The provided file has 4 unique combinations of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source', as each line has a unique 'web_site_key' and 'web_site_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

NEW QUESTION # 62

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