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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54
Your client is interested in ingested the below file to a new generic data stream type:
The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. A separate entity key
- B. A custom metric and set aggregation to AUTO
- C. A custom metric and set aggregation to SUM
- D. An attribute of 'Meeting Code'

Answer: D

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

NEW QUESTION # 55

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

Answer: A

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 # 56

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

Answer: A,B

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 # 57
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 Ais 10, where it should've been i5.
How can an implementation engineer fix this discrepancy?

- A. Uncheck the "Case Sensitive" checkbox in the data classification
- B. Leave the "Case Sensitive" checkbox in the data classification unchecked
- C. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.
- D. Toggle the 'Structure Compliant' OFF.

Answer: A

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 # 58
What are unstable measurements?

- A. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
- B. Measurements that are set with the LIFETIME aggregation function
- C. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.
- D. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.

Answer: D

Explanation:
Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.
Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

NEW QUESTION # 59
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