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Salesforce Marketing Cloud Intelligence Accredited Professional Sample

Questions (Q11-Q16):

NEW QUESTION # 11

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

Answer: D

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 # 12

The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

The mapping is as follows:

Day - Day

Web_site_source - Main Generic Entity Attribute 01

Page Views - Generic Metric 1

*Note that 'web_site_key' and 'web_site_name' are NOT mapped.

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: A

Explanation:

In Marketing Cloud Intelligence, when a file is uploaded as a generic dataset type and mapped accordingly, each unique combination of the mapped fields results in a separate row in the database. The file in question has been mapped with 'Day' to 'Day', 'Web_site_source' to 'Main Generic Entity Attribute 01', and 'Page Views' to 'Generic Metric 1'. The 'web_site_key' and 'web_site_name' are not mapped and thus, won't affect the row count.

Since there are 4 unique combinations of the mapped fields in the uploaded file (each day and source combination is unique), Marketing Cloud Intelligence will store 4 rows after ingestion, corresponding to each unique combination of 'Day' and 'Web_site_source'.

NEW QUESTION # 13

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.

When harmonizing the Objective field from within the data stream mapping, which advantage is gained?

- A. Ease of Setup
- B. Scalability
- **C. Ease of Maintenance**
- D. Performance (Performance when loading a dashboard page)

Answer: C

Explanation:

By harmonizing the Objective field within data stream mapping, an organization can benefit from:

Ease of Maintenance: Harmonization allows for consistent naming conventions across different data sources and streams. This means when business logic or naming conventions change, updates can be made in one place and consistently applied across all data streams. It also reduces the complexity of managing multiple streams and ensures data consistency, which is vital for accurate reporting and analysis.

NEW QUESTION # 14

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.

□ What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

- A. Scalability
- B. Performance (Performance when loading a dashboard page)
- C. Processing (processing time when loading relevant data streams)
- D. Use of code
- E. Ease of Maintenance

Answer: A,B,E

Explanation:

Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:

Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.

Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.

Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

NEW QUESTION # 15

A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic: (Media Cost) / Sign-ups) As can be seen in the table below, CPS was created twice and was set with two different aggregations:

□ From looking at the table, what are the aggregation settings for each one of the newly created KPIs?

- A. □
- B. □
- C. □
- D. □

Answer: B

Explanation:

The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

NEW QUESTION # 16

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