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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q10-Q15):

NEW QUESTION # 10

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.

Oppportunity File		
Day	**Opportunity ...ce**	**...ortunity 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 assume that the file is mapped in the OPPORTUNITIES Data Stream type with the following mapping:

"Day" - "Created Date"

"Opportunity Key" + Opportunity Key

"Opportunity Stage" - Opportunity Stage

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 11th. What is the number of opportunities in the Confirmed Interest stage?

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

Answer: C

Explanation:

pivot table is filtered on January 11th, we refer to the Opportunity file and see that there are no records for January 11th. Thus, there would be zero opportunities in the Confirmed Interest stage on that date. The Salesforce Marketing Cloud Intelligence's pivot table feature allows for the display of counts of entities based on the filtered criteria, which in this scenario would show zero since no records exist for the filtered date. Reference: Salesforce Marketing Cloud Intelligence documentation on pivot table functionalities.

NEW QUESTION # 11

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

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

Answer: A

Explanation:

In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

NEW QUESTION # 12

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.

Oppportunity 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: D

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 # 13

Ina workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A. Ease of maintenance
- B. Ease of setup
- C. Performance
- D. Scalability

Answer: C

Explanation:
In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

NEW QUESTION # 14

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. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- B. The client Wi-Fi be able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains mufti delimiters.
- C. it is not possible to do this, as the naming conventions are different
- 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 # 15

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