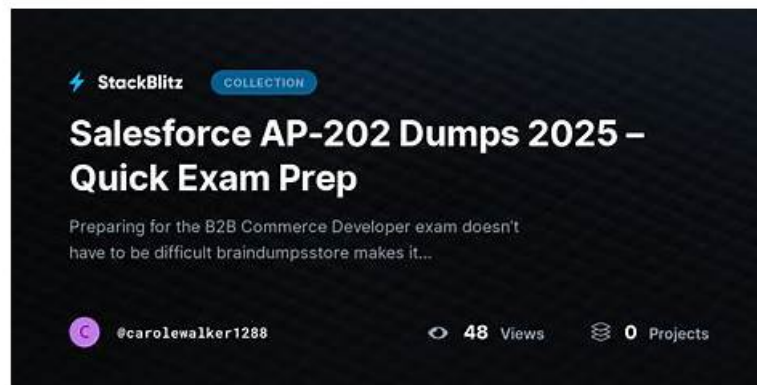


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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q44-Q49):

### NEW QUESTION # 44

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.

For example:

Campaign Name: AFD@Mulop-1290

Desired outcome: AFD

Other examples:

Which formula will return the desired values?

- A. `EXTRACT(EXTRACT(csv[campaign_name])/@,1),-,0)`
- B. `LEFT(EXTRACT(csy['campaign_name'],~',0),3)`
- C. `EXTRACT(csv[campaign_name'],-,0)`
- D. `LEFT(EXTRACT(csv[campaign_name']}/-',1),3)`
- E. `EXTRACT(csv[campaign_name!:@',1)`

Answer: E

Explanation:

The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.

The correct formula is: EXTRACT(csv['campaign\_name']; '@', 1). This will take the 'campaign\_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

#### NEW QUESTION # 45

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. The file does not contain any measurements (dimension only)
- B. The source file does not contain the media Buy entity
- C. All mapped Measurements for a given row have values equal to zero
- D. Main entity is not mapped

Answer: C,D

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

#### NEW QUESTION # 46

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 conversions 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. it is not possible to do this, as the naming conventions are different
- B. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- C. The client Wi-Fi be able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains mufti delimiters.
- 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 # 47

An implementation engineer has been asked to perform a QA for a newly created harmonization field, Color, implemented by a client.

The source file that was ingested can be seen below:

□ The client performed the below standard mapping:

□

As a final step, the client had created the field 'Color'. As can be seen, it is extracted from the Creative Name (after the '#' sign). For QA purposes, you have queried a pivot table, with the following fields:

- \* Media Buy Key
- \* Media Buy Name
- \* In View Impressions

The final pivot is presented below:

- A. A calculated dimension was created with the formula: `EXTRACT([Creative_Name], #1)`
- B. A Harmonized dimension was created via a pattern over the Creative Name.
- C. An `EXTRACT` formula (for Color) was written and mapped to a Media Buy custom attribute.
- **D. An `EXTRACT` formula (for Color) was written and mapped to a Creative custom attribute.**

**Answer: D**

Explanation:

Given that the 'Color' field is extracted from the 'Creative Name' field and appears to be part of the creative-level data, the most logical method would be to create an `EXTRACT` formula and map it to a Creative custom attribute. This allows the 'Color' value to be associated directly with each creative entry. In Salesforce Marketing Cloud Intelligence, the `EXTRACT` formula can be used to parse and segment text strings within a field, and this process is used for harmonizing data by creating new dimensions or attributes based on existing data, which is what's described here. This answer is consistent with Salesforce Marketing Cloud Intelligence features that enable data transformation and harmonization through formulaic mapping, as per the official Salesforce documentation on data harmonization and transformation.

#### NEW QUESTION # 48

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

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" - Main Generic Entity Attribute

"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 11th. What is the number of opportunities in the Interest stage?

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

**Answer: A**

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th, there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

#### NEW QUESTION # 49

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