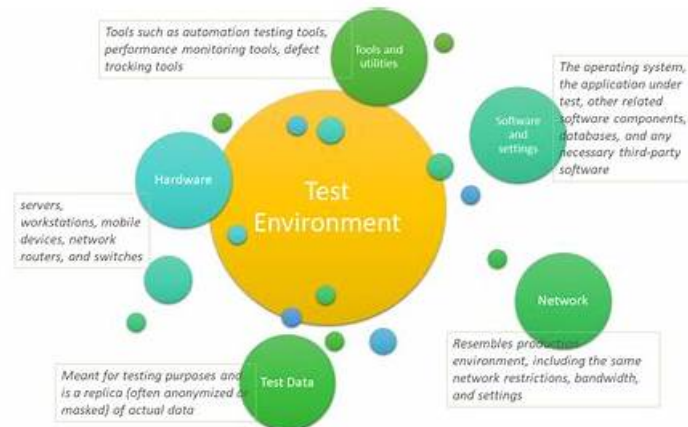


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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q55-Q60):

### NEW QUESTION # 55

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\_wa190

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Vlookup 0

- B. Patterns
- C. Mapping formula
- D. Calculated Dimensions
- E. Data Fusion

Answer: B,C,D

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 # 56

Which option will yield the desired result?:

- A. Option 4
- B. Option 2
- C. Option 1
- D. Option 3

Answer: A

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

### NEW QUESTION # 57

A client's data consists of three data streams as follows:

Data Stream A:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
11-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
11-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
11-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
11-Apr-20	CK_1	CN_B_1	CRTK_B_1	10 \$	2
11-Apr-20	CK_2	CN_B_2	CRTK_B_2	20 \$	3

Data Stream C:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
11-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
11-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
11-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

\* 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 C
- C. It should be checked in Data Stream B
- D. It should be checked in Data Stream A

**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 # 58**

Which two statements are correct regarding LiteConnect?

- **A. It does not require any identification of entities, keys or any other categorization.**
- B. All of the dimensions mapped within a LiteConnect data stream are considered overarching entities.
- **C. The dataset does not conform to the standard data model**
- D. Data coming from LiteConnect cannot be harmonized with the rest of the workspace data via the harmonization center at a later step.

**Answer: A,C**

Explanation:

LiteConnect is a feature in Salesforce Marketing Cloud Intelligence that allows users to bring external data into the platform quickly and easily. Here are the correct statements regarding LiteConnect:

A . LiteConnect allows for a quick setup by not requiring detailed identification of entities, keys, or categorization. Users can upload files without having to conform to the standard data model, which speeds up the process of data integration.

B . With LiteConnect, datasets are uploaded in their native format and do not conform to the standard data model of Marketing Cloud Intelligence. This means that the original structure of the dataset is maintained, and there is no need for extensive transformation or mapping upon the initial data import.

For C and D: While LiteConnect datasets might not conform to the standard data model initially, there are capabilities within Marketing Cloud Intelligence to further categorize and harmonize this data if needed. Therefore, C is not entirely correct, and D is incorrect because harmonization can indeed occur at a later step.

**NEW QUESTION # 59**

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:

Campaign Name	Desired Outcome
ACC@Loni--323	ACC
COR@Loni--4989	COR
DRM@Kobak--1290	DRM
OLP@Mulop--2381	OLP

Which formula will return the desired values?

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

**Answer: B**

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 # 60

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