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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q29-Q34):

NEW QUESTION # 29
Which two statements are correct regarding the Parent-Child configuration?

- A. Parent-Child configurations can cause performances issues
- B. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.
- C. Parent-Child links different tables based on shared key values
- D. Parent-Child allows sharing both dimensions and measurements

Answer: A,C

Explanation:

Parent-Child configurations in Marketing Cloud Intelligence are used to link different data tables based on shared key values, allowing for the relational organization of data across various streams. While this setup enhances data analysis and reporting by maintaining logical relationships between parent and child tables, it can also introduce performance issues. The complexity increases with the number of relationships and the volume of data, potentially slowing down query processing and data manipulation. Additionally, Parent-Child configurations facilitate the sharing of dimensions and measurements across linked tables, enhancing the data's usability without duplicating it.

NEW QUESTION # 30

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

Answer: B

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 # 31

An implementation engineer has been provided with the below dataset:

*Note: CPC = Cost per Click
Formula: Cost / Clicks
Which action should an engineer take to successfully integrate CPC?

- A. Populate the logic within a custom measurement. Set Aggregation to AVG.
- B. Populate the logic within a custom measurement. No need to change Aggregation.
- C. Populate the logic within a custom measurement. Set Aggregation to SUM.
- D. Unmap it, as Datorama will calculate it automatically.

Answer: B

Explanation:
CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. Reference: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

NEW QUESTION # 32

A client would like to integrate the following two sources:

Google Campaign Manager:

☐

IAS:

☐

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Name, Impressions
- B. Media Buy Type, Analyzed Impressions
- C. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- D. Creative Name, Impressions, Analyzed Impressions

Answer: C

Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 33

A client provides the following three files:

File A:

☐

File B:

☐

File C:

☐

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

☐

Which proposed solution would cause a false connection between the two files?

- A. VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"
- B. Data Classification
- C. VLOOKUP in Data Stream C. Vlookup will return "MB Name"
- D. Custom classification

Answer: A

Explanation:

With File A uploaded using the Ads data stream type, the client wishes to create a view incorporating data from Files B & C.

A false connection would occur if VLOOKUP in Data Stream B is used incorrectly to return "Day" and "Installs". In this scenario, VLOOKUP might inaccurately link data based on MB Name between File B and File A or File C, which do not have a "Day" field to correctly join on. Moreover, "Installs" data in File B doesn't exist, so VLOOKUP cannot correctly return this information. The correct method would be to use the "Media Buy New Name" to link File B and File C since they both have this field, ensuring accurate connection and avoiding data mismatches or false connections.

NEW QUESTION # 34

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