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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q59-Q64):

NEW QUESTION # 59

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.

| Data Source Name | Number of Data Streams | Harmonization Field | Harmonization Logic |
|------------------|------------------------|---------------------|--|
| Facebook Ads | 75 | Objective | Code found in the 2nd position of Media Buy Name and following logic is applied: If code = "awa" → "Awareness" If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extraction |
| Google Ads | 15 | Objective | Extract from 2nd position in Campaign Name |
| Google CM | 1 | Objective | Extract from 1st position in Media Buy Name |
| LinkedIn Ads | 10 | Objective | Return "N/A" |

Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to
- B. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- C. Ease of Maintenance - the logic is written and populated in one centralized place
- D. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.
- E. Scalability - future data streams that will follow similar logic will be automatically harmonized.

Answer: C,D,E

Explanation:

* Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.

* Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.

* Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

NEW QUESTION # 60

Your client is interested in ingesting the below file:

| Date | Meeting Code | Meeting Name | Number of Topics |
|------------|--------------|--------------|------------------|
| 01/01/2021 | MT01 | MT11 | 3 |
| 01/01/2021 | MT01 | MN22 | 5 |
| 01/01/2021 | MT03 | MT11 | 4 |
| 01/01/2021 | MT04 | MN22 | 8 |

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- B. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.

'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.

- C. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.
'Meeting Name' will be mapped to 'Generic Entity Key'
- D. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.

Answer: B,D

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

NEW QUESTION # 61

An implementation engineer has been provided with 4 different source files: 03m48s

1. Twitter Ads ~
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

| Creative ID | 1st Party Creative Image | 1st Party Creative Group |
|-------------|--------------------------|--------------------------|
|-------------|--------------------------|--------------------------|

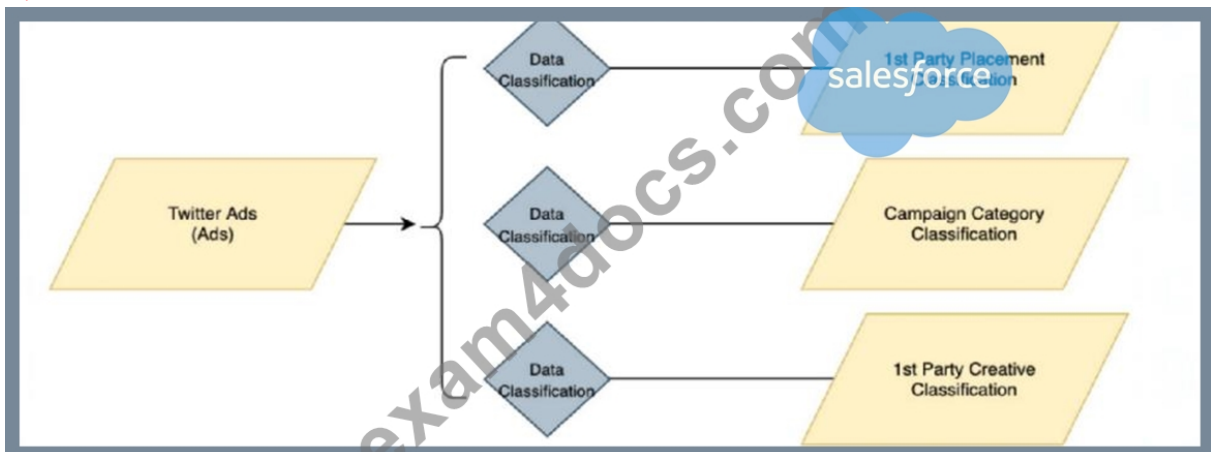
Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

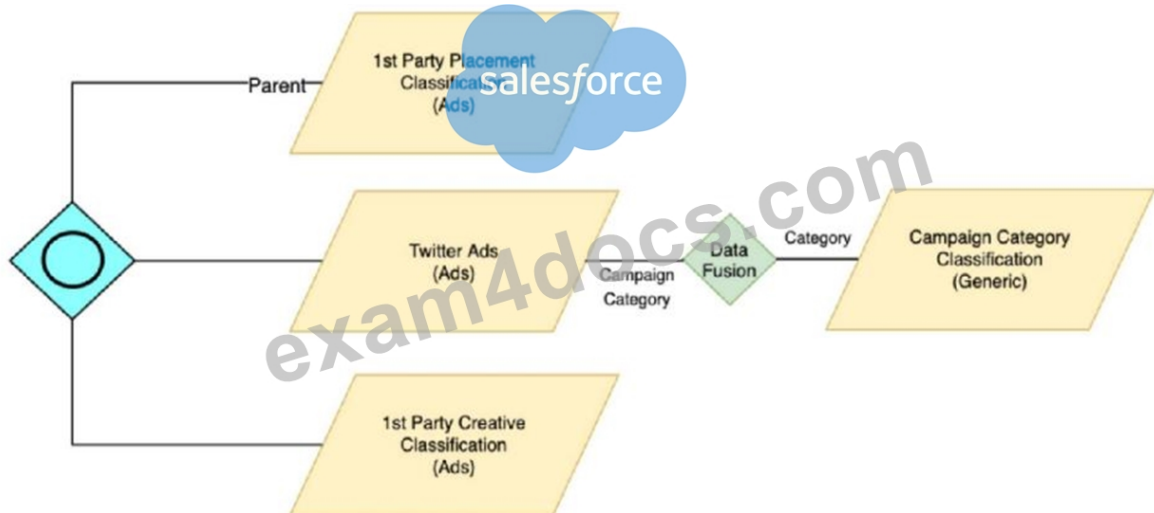
File structure/headers:

| Placement ID | 1st Party Placement Group |
|--------------|---------------------------|
|--------------|---------------------------|

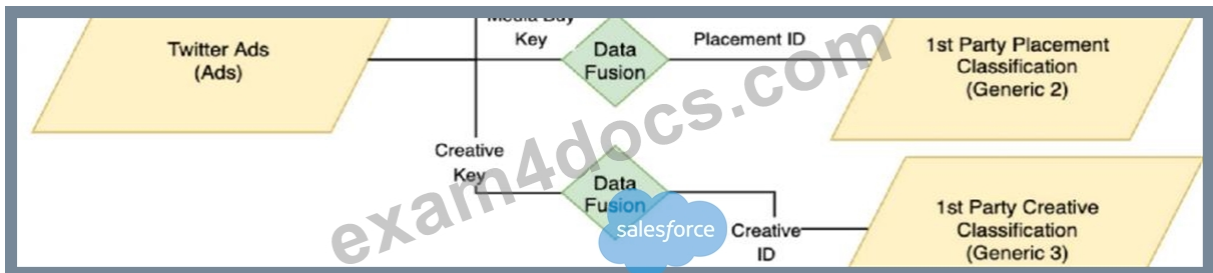
- A.



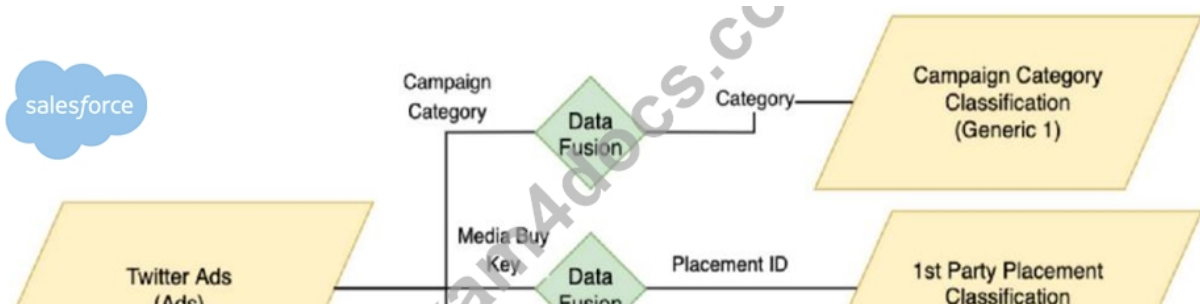
- B.



- C.



- D.



Answer: A

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

NEW QUESTION # 62

Which two statements are correct regarding the Parent-Child configuration?

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

Answer: A,B

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 # 63

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:



Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- **B. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo') for the final Harmonized Dimension.**
- C. Create a second Pattern for Media Buy Name
- D. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.

Answer: B

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

NEW QUESTION # 64

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