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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. The EXTRACT function
- B. Mapped measurements
- C. Calculated dimensions
- D. The VLOOKUP function
- E. Mapped dimensions

Answer: A,B,E

Explanation:

Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension. Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.

Explanation:

In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:

B). Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.

C). The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.

E). Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

NEW QUESTION # 23

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

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	\$ 1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200	\$ 2

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Revenue
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 4
01-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
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_3	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.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK_3'?

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

Answer: C

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

* To find the total impressions for Campaign Key 'CK_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

* As per the provided data, Campaign Key 'CK_3' has 100 impressions.

NEW QUESTION # 24

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

Opportunity 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" - 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: D

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 # 25

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_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- **A. Calculated Dimensions**

- B. Vlookup 0
- C. Data Fusion
- D. Patterns
- E. Mapping formula

Answer: A,D,E

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 # 26

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

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100 \$	1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200 \$	2

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10 \$	2
01-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
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

- A. Update Attributes and Hierarchies
- B. Update Attributes
- C. It doesn't matter. As long as Data stream A is set as a Parent', the rest of the Data Updates Permissions are irrelevant.
- D. Inherit Attributes and Hierarchies

Answer: D

Explanation:

For the client's data consisting of three data streams, setting Data Stream A as the Parent allows for inheriting attributes and hierarchies from it to the child data streams. This ensures consistency across the data streams, making it possible to analyze the data collectively, using the structure and attributes defined in the Parent data stream.

NEW QUESTION # 27

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