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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q18-Q23):

NEW QUESTION # 18

Animplementation engineer has been provided with 4 different source files: 03m 16s
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 &

File structure/headers:

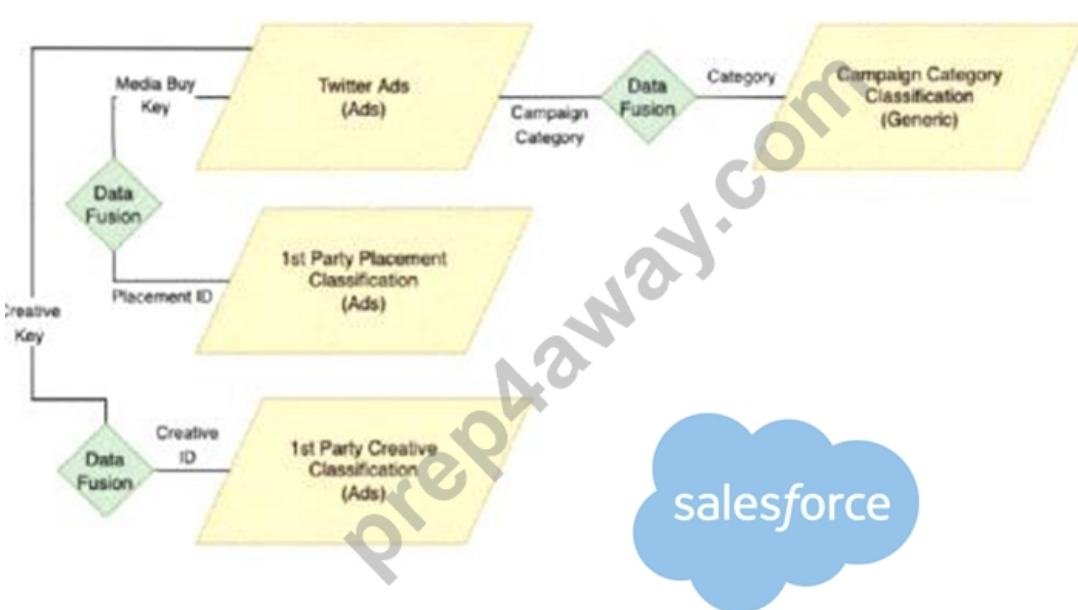| Placement ID	1st Party Placement Group

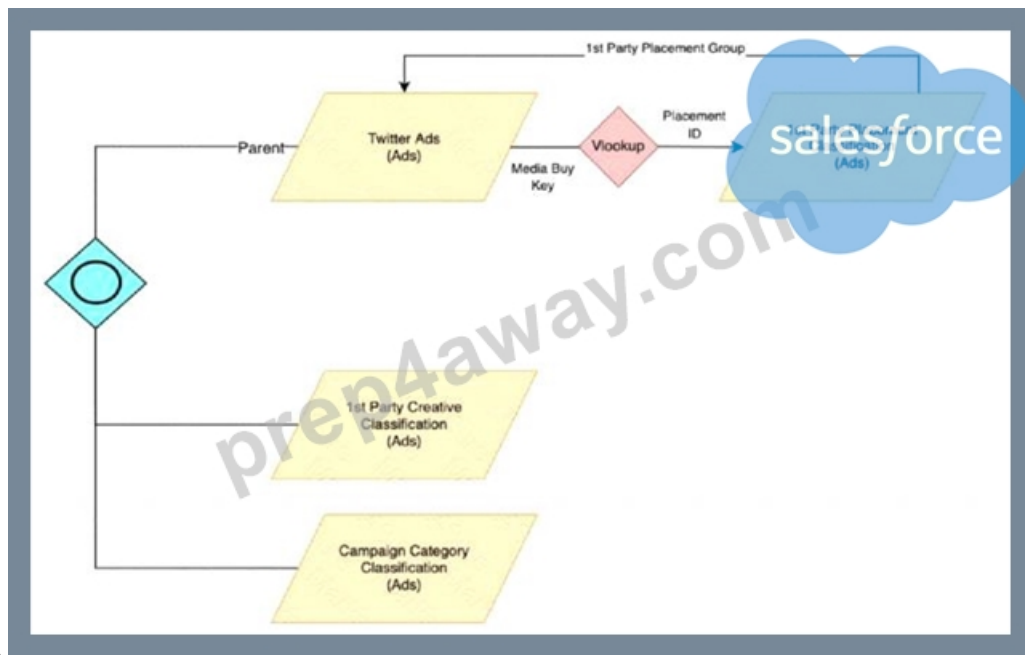Category - links back to Campaign Category (Twitter Ads)

Which proposed solution meets the client's requirements for the above use case?

- A.
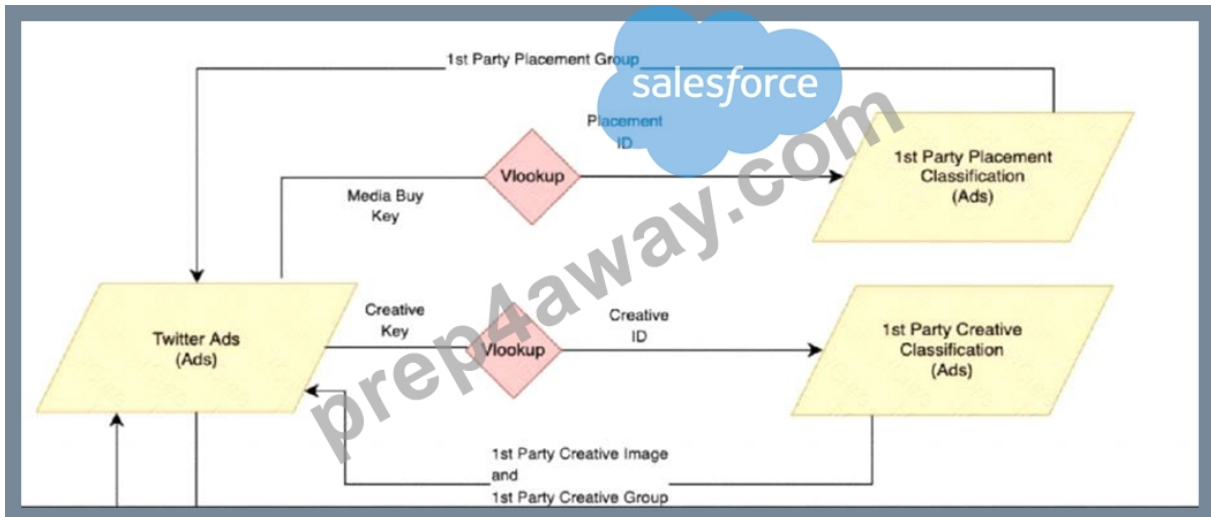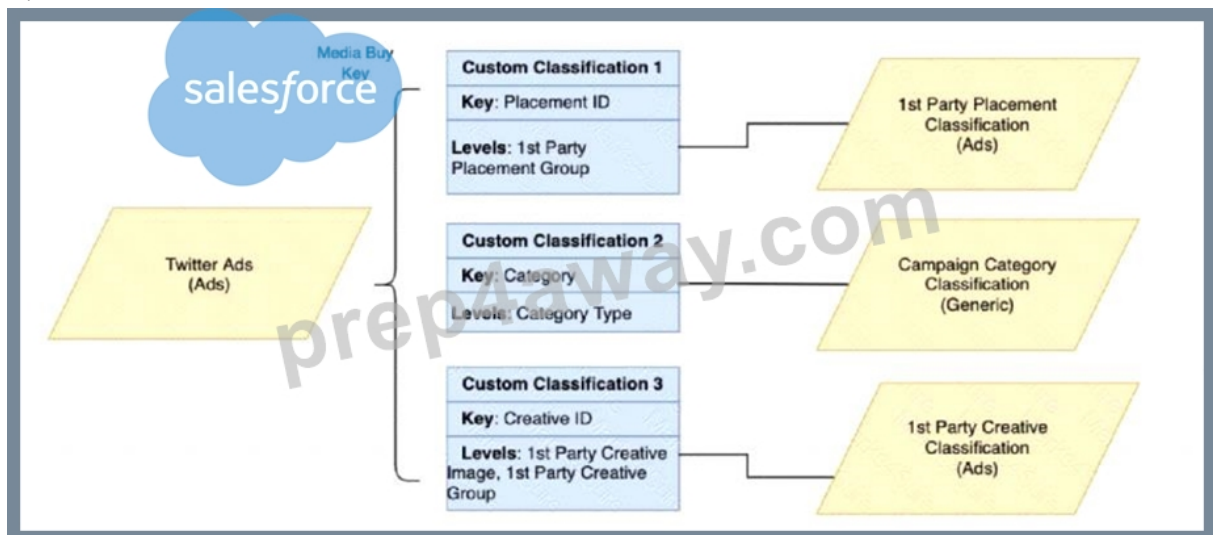
- B.

- C.
- D.

Answer: A

Explanation:

For the given use case, where the Twitter Ads data stream needs to be enriched with classifications from three other sources, the correct implementation would involve creating links between the various fields across these files.

Option A is correct because it shows the correct usage of the fields from the classification files:

* "Creative ID" in the Creative Classification file is linked to the "Creative Key" in the Twitter Ads data, allowing for enrichment with creative details.

* "Placement ID" in the Placement Classification file is linked to a corresponding field in the Twitter Ads data, allowing for placement details to be added.

* "Category" in the Campaign Category Classification file is linked back to "Campaign Category" in the Twitter Ads data, thus enriching the campaign data with the correct categories.

This configuration correctly uses VLOOKUP to enrich the Twitter Ads data stream with additional details from the classification files, aligning with best practices for data integration and enrichment in Marketing Cloud Intelligence.

NEW QUESTION # 19

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

Answer: B,C,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 # 20
A client has integrated the following files:
File A:

date	employee_id	employee_name	tasks_completed
01/08/2019	emp_1	Jon Stons	3
01/08/2019	emp_2		2
01/08/2019	emp_3	Jon Bones	4

File B:

date	employee_id	employee_name	squad	tasks_assigned
15/08/2019	emp_1	Jon Stons	Sales	10
15/08/2019	emp_2	Jon Jones	R&D	15
15/08/2019	emp_3	Jon Bones	Support	13

The client would like to link the two files in order to view the two KPIs ('Tasks Completed' and 'Tasks Assigned) alongside 'Employee Name' and/or
'Squad'.
The client set the following properties:
+ File Ais set as the Parent data stream
* Both files were uploaded to a generic data stream type.
* Override Media Buy Hierarchies is checked for file A.
* The 'Data Updates Permissions' set for file B is 'Update Attributes and Hierarchy'.
When filtering on the entire date range (1-30/8), and querying employee ID, Name and Squad with the two measurements - what will the result look like?

- A.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	10
emp_2	Jon Jones		2	15
emp_3	Jon Bones		4	13

- B.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	-
emp_2			2	-
emp_3	Jon Bones		4	-

- C.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bones	Support	4	13

- D.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2		R&D	2	15
emp_3	Jon Bones	Support	4	13

Answer: D

Explanation:
In Marketing Cloud Intelligence, when linking two data streams, the parent data stream (File A) provides the main structure. Since 'Override Media Buy Hierarchies' is checked for File A, the hierarchies from File B will be aligned with File A. Given 'Data UpdatesPermissions' set for file B as 'Update Attributes and Hierarchy', this means that attributes and hierarchy will be updated in the parent file based on the child file (File B), but the child file's metrics won't be associated with the parent file's date.
Hence, when filtering on the entire date range (1-30/8), the resulting view will align with the structure of the parent data stream, showing the KPIs ('Tasks Completed' from File A and 'Tasks Assigned' from File B) alongside the employee names and squads from the respective files. Since the employee IDs align, the data can be linked properly. However, since the dates do not align (File A data is from 01/08/2019 and File B from
15/08/2019), only attributes from File B will be updated without date association.
The result will look like Option C, where the employee names are corrected based on File B's data, the squads are added from File B, and the tasks_completed and tasks_assigned are displayed from their respective files.
The tasks_assigned from File B are shown without date association as File B's date doesn't match with File A's.

NEW QUESTION # 21
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

Oppportunity 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" - Generic Entity Key 2

"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 January (entire month).
What is the number of opportunities in the Interest stage?

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

Answer: D

Explanation:
Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

NEW QUESTION # 22
Which two statements are correct regarding LiteConnect?

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

Answer: A,B

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 # 23

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