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What is the duration, language, and format of Avaya 77200X: Avaya IP Office™ Platform Basic Integration and Configuration Exam

- Passing Score: 72%
- Format: Multiple choice, multiple answers
- Length of Exam: 45 minutes
- Number of Questions: 45
- Language: English

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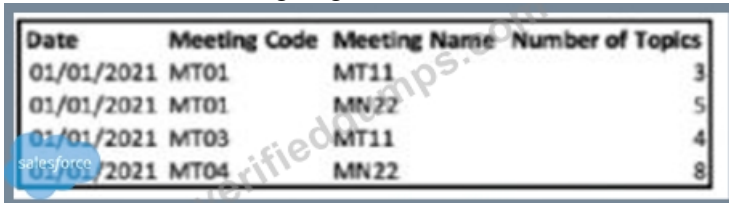
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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q21-Q26):

NEW QUESTION # 21

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

Answer: C,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 # 22

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

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

Answer: C,D

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 # 23

The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

Day	web_site_key	web_site_name	web_site_source	Page Views
01/01/2021	site_key1	site_name1	fmap /fp_email	100
01/01/2021	site_key1	site_name1	referral	200
01/01/2021	site_key2	site_name2	twitter	300
01/01/2021	site_key3	site_name3	fb_inst	400

The mapping is as follows:

Day - Day

Web_site_source - Main Generic Entity Attribute 01

Page Views - Generic Metric 1

*Note that 'web_site_key' and 'web_site_name' are NOT mapped.

How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

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

Answer: C

Explanation:

In Marketing Cloud Intelligence, when a file is uploaded as a generic dataset type and mapped accordingly, each unique combination of the mapped fields results in a separate row in the database. The file in question has been mapped with 'Day' to 'Day', 'Web_site_source' to 'Main Generic Entity Attribute 01', and 'Page Views' to 'Generic Metric 1'. The 'web_site_key' and 'web_site_name' are not mapped and thus, won't affect the row count.

Since there are 4 unique combinations of the mapped fields in the uploaded file (each day and source combination is unique), Marketing Cloud Intelligence will store 4 rows after ingestion, corresponding to each unique combination of 'Day' and 'Web_site_source'.

NEW QUESTION # 24

What is the relationship between "Media Buy Key" and "Creative Key"?

- **A. One-to-many (one Media Buy Key has many Creative Key)**
- B. One-to-one
- C. Many-to-many
- D. Many-to-one (one Creative Key has many Media Buy Keys)

Answer: A

Explanation:

In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

NEW QUESTION # 25

A client would like to integrate the following two sources:

Google Campaign Manager:

Day	Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	Impressions
02/02/2021	MBK1	Name1	Camp A	Site A	CreativeAA	5
02/02/2021	MBK1	Name1	Camp A	Site A	CreativeBB	20
02/02/2021	MBK2	Name2	Camp B	Site B	CreativeAA	15
02/02/2021	MBK3	Name3	Camp C	Site C	CreativeAA	50

IAS:

Day	Media Buy Key	Media Buy Type	Analyzed Impressions
02/02/2021	MBK1	Type1	13
02/02/2021	MBK2	Type2	9
02/02/2021	MBK3	Type3	34

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

Answer: B

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 # 26

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