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Exam : **Marketing-Cloud-Intelligence**

Title : Marketing Cloud Intelligence
Accredited Professional Exam

Vendor : Salesforce

Version : DEMO

NO.1 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. 1

B. 3

C. 2

D. 0

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.

NO.2 Client has provided sample files of their data from the following data sources:

Google Campaign Manager

date_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	clicks	impressions	cost
20/02/2020	Name A	517773	3114	Site1	726	QWE_bhv_vid_guaran_uk	2	551	21
20/02/2020	Name B	514257	3115	Site2	726	QWE_bhv_vid_guaran_uk	0	955	26
20/02/2020	Name C	853853	3115	Site2	882	QWE_bhv_dis_guaran_IT	0	558	98
20/02/2020	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097	97

Google DV360

date_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	Video views	fully played	cost
20/02/2020	Name A	17654	3114	Site1	726	QWE_bhv_vid_guaran_uk	102	11	58
20/02/2020	Name B	77654	3115	Site2	726	QWE_bhv_vid_guaran_uk	118	162	75
20/02/2020	Name C	71930	3114	Site1	234	QWE_ret_disp_guaran_BR	156	40	32
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	2	98

Below are the requirements from the client and additional information:

- * The sources are linked to each other by shared Media Buy names.
- * In addition-to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.
- * The source of truth for cost is Google DV360.

As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:

Field	Mapped To
date_id	Day
media_buy_name	Media Buy Name
media_buy_id	Media Buy Key
Site_id	Site Key
site_name	Site Name
campaign_id	Campaign Key
campaign_name	Campaign Name

Please note:

- * All other measurements were mapped as well to the appropriate fields.
- * No other mapping manipulations or formulas were implemented.

How many records will the merged table hold?

- A. 4
- B. 8
- C. 3
- D. Depends on the Data Updates Permissions

Answer: A

Explanation:

Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

NO.3 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.

NO.4 A client Ingested the following We into Marketing Cloud Intelligence:

Date	Media Buy Key	Campaign Name	Campaign Group	Clicks	Media Cost	Campaign Planned Clicks
01/01/2021	MBK1	Campaign AAA	CampaignGroupAB	544	46	2000
01/01/2021	MBK4	Campaign BBB	CampaignGroupAB	760	15	1500
01/01/2021	MBK2	Campaign AAA	CampaignGroupAB	494	63	2000
01/01/2021	MBK3	Campaign AAA	CampaignGroupAB	527	56	2000
01/01/2021	MBK5	Campaign CCC	CampaignGroupCD	240	18	1300
01/01/2021	MBK7	Campaign DDD	CampaignGroupCD	58	84	1000
01/01/2021	MBK6	Campaign CCC	CampaignGroupCD	564	10	1300

The mapping of the above file can be seen below:

Date - Day

Media Buy Key - Media Buy Key

Campaign Name - Campaign Name

Campaign Group -. Campaign Custom Attribute 01

Clicks -> Clicks

Media Cost -> Media Cost

Campaign Planned Clicks -> Delivery Custom Metric 01

The client would like to have a "Campaign Planned Clicks" measurement.

This measurement should return the "Campaign Planned Clicks" value per Campaign, for example: For Campaign Name 'Campaign AAA", the "Campaign Planned Clicks" should be 2000, rather than 6000 (the total sum by the number of Media Buy keys).

In order to create this measurement, the client considered multiple approaches. Please review the different approaches and answer the following question:

	Notes	Measurement Name	Granularity	Aggregation Function	Formula
Option 1	Within the mapping, the client changed the Aggregation Function of Campaign Planned Clicks to SUM	Campaign Planned Clicks 1	--	--	--
Option 2	Within the mapping, the client changed the Aggregation Function of Campaign Planned Clicks to AVG	Campaign Planned Clicks 2	--	--	--
Option 3	--	Campaign Planned Click 3	Media Buy Key	MAX	[Campaign Planned Click]
Option 4	--	Campaign Planned Click 4	Media Buy Key	MIN	[Campaign Planned Click]
Option 5	--	Campaign Planned Click 5	Campaign Key	AVG	[Campaign Planned Click]

Which two options will yield a false result:

- A. Option 2
- B. Option 5
- C. Option 3
- D. Option 4
- E. Option 1

Answer: B,E

Explanation:

The goal is to obtain a "Campaign Planned Clicks" value per Campaign, not accumulated by Media Buy keys. Option 1 (SUM aggregation function) would sum all the "Campaign Planned Clicks" across Media Buy keys which would not yield the unique value per Campaign. Similarly, Option 5 (AVG aggregation function at Campaign Key level) would incorrectly average the values. Both options do not provide a way to return a singular "Campaign Planned Clicks" value for each Campaign.

NO.5 A client has integrated data from Facebook Ads, Twitter Ads, and Google Ads in Marketing Cloud Intelligence. For each data source, the data follows a naming convention as shown below:
Facebook Ads Naming Convention - Campaign Name:

Camp|D_CampName#Market_Objective#TargetAge_TargetGender

Twitter Ads Naming Convention - Media Buy Name:

Market|TargetAge|Objective|OrderID

' Google Ads Naming Convention - Media Buy Name:

Buying Type_Market_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization 'Center.

In addition to the previous details, the client provides the following data sample:

Campaign Name (Facebook Ads)	Clicks	Impressions
1234_ABC#FR_Awareness#18-25_M/F	10	20
1235_ABB#ES_Awareness#18-25_F	5	8

Media Buy Name (Twitter Ads)	Clicks	Impressions
UK 18-25 Awareness 1212	5	10
ES 25-40 Retargeting 2342	4	7

Media Buy Name (Google Ads)	Clicks	Impressions
CPC_FR_Awareness	2	8
CPM_US_Retargeting	6	4

Classification File	
Market Code	Market Name
ES	Spain
FR	France

Validation List
BR
DE
ES
FR
JP
US

Logic specification:

If a value is not present in the Validation List, return "Not Valid"

If a value is not present in the Classification File, return "Unclassified".

If the Harmonization center is used to harmonize the above data and files, what table will show the final output?

A.

Market	Clicks	Impressions
France	12	28
Spain	9	15
Unclassified	11	14

B.

Market	Clicks	Impressions
France	12	28
Spain	9	15
Not Valid	5	10
Unclassified	6	4

C.

Market	Clicks	Impressions
France	12	28
Spain	9	15
UK	5	10
US	6	4

D.

Market	Clicks	Impressions
France	12	28
Spain	9	15
Not Valid		

Answer: B

Explanation:

The correct table would be Option B.

The harmonization process would identify the 'Market' from the campaign or media buy name based on the delimiter and position rules specified in the naming conventions. The harmonized 'Market' would then be matched against the classification file and validation list. If a value does not match the validation list, it would return 'Not Valid', and if it's not present in the classification file, it would return 'Unclassified'. Option B is the only table showing the 'Not Valid' category which aligns with the logic specification provided.

NO.6 After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. All mapped Measurements for a given row have values equal to zero
- B. Main entity is not mapped
- C. The source file does not contain the media Buy entity
- D. The file does not contain any measurements (dimension only)

Answer: A,B

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.