Salesforce

Marketing-Cloud-Intelligence

Salesforce Certified Marketing Cloud Intelligence Accredited Professional

QUESTION & ANSWERS

Question: 1

Which of the following statements is incorrect?

A. When using Custom Classification and/or Parent-Child the values are stored in the database, which is an advantage from a performance perspective

B. Data Fusion is considered a scalable solution. If Data Fusion is set between field A and field B, future data streams containing values of field A will be automatically linked with field B, without any further action

C. In use-cases with many data streams, Custom Classification is considered a scalable solution. This is because if the logic of the Custom Classification Key changes, you only need to update it in one data stream and the key in the rest of the data streams will automatically be updated and follow this new logic

D. Calculated Dimension final values and Data Fusion queries are both calculated on the fly which can have an impact on performance when high volume of data is involved

Answer: C

Question: 2

In Datorama, a Media Buy Key can be associated with more than one IO during the same period of time.

A. False

B. True

Answer: A

Question: 3

Two different Media Buy Keys, associated with the same IO Key, can have different rates.

A. False

B. True

Answer: A

Question: 4

Table A is the first one e B the second
Data Stream A has the following properties:
Override Media Buy Hierarchies - Yes
It is considered as the Source of truth for Impressions
The mapping of dimensions for Data Stream A is as follows:
Media Buy Key is mapped to Media Buy Key
Media Buy Name is mapped to Media Buy Name
Data Stream B has the following properties:
Override Media Buy Hierarchies - No
The mapping of dimensions for Data Stream B is as follows:
Media Buy Name is mapped to Media Buy Name
Table A

Day	Media Buy Key	Media Buy Name	Impressions
1/1/2021	MBK A	MB 1	10
1/1/2021	MBK B	MB 2	20
1/1/2021	MBK C	MB 3	30

Table B

Day	Media Buy Name	Impressions	Cllicks
1/1/2021	MB 1	8	5
1/1/2021	MB 2	15	10

After creating a Parent-Child relationship between the two files as follows: Table B is set as a Child, with Data Updates Permission: Inherit Attributes and Hierarchy. What is the amount of clicks for "MBK A" ?

A. 10

B. We cannot know as it depends on which data stream runs first

C. v

D. N/A

Answer: D

Question: 5

How can you view the filters applied to a page?

A. You must create a report

B. You hover over the Filter icon at the top of the page

C. You cannot apply filters to pages, only to widgets

D. By navigating to Connect and Mix and creating a new Data Stream

Answer: B

Question: 6

In order to create a successful Data Fusion, the two fields which are linked should necessarily:

A. Share mutual values

B. Be mapped as attributes

C. Relate to the same data stream type

D. Be mapped as key

Answer: A

Question: 7

Besides the campaign, site, and media buy entities, the search keyword data stream type also includes which entity?

A. Message send entity

B. Social element entity

C. Search keyword entity

D. Web analytics site entity

Answer: C