ATMIC NETWORKS
YOUR GUIDE TO GLOBAL CERTIFIATION

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Question: 1

Ina workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

A. Performance
B. Ease of setup
C. Ease of maintenance
D. Scalability

Answer: A

Explanation:
In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

Question: 2

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

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

Answer: A, C

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.

Question: 3

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

Answer: A, B, 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.

Question: 4

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 extract
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
Unkedln Ads	10	Objective	Return “N/A”

What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

A. Ease of Maintenance
B. Performance (Performance when loading a dashboard page)
C. Use of code
D. Scalability
E. Processing (processing time when loading relevant data streams)

Answer: A, B, D

Explanation:

Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:

Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.

Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.

Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

Reference: Information is based on general knowledge of marketing data harmonization and standard practices as

patterns and classification rules are common features in data platforms, extrapolated to fit the context of Salesforce Marketing Cloud Intelligence.

Question: 5

An implementation engineer is requested to apply the following logic:

Data Source Name	Linkedin Ads	AdRoll	Google Analytics
Platform	Extract Campaign Name' Delimiter Position 4	Extract Media Buy Name' Delimiter Position 3	Extract Web Analytics Site Medium Delimiter 7" Position 0
Line of Business	Extract Media Buy Name' Delimiter Position 7	Extract 'Media Buy Name' Delimiter'_" Position 2	N/A

To apply the above logic, the engineer used only the Harmonization Center, without any mapping manipulations. What is the minimum amount of Patterns creating both 'Platform' and 'Line of Business'?"

A. 2
B. 3
C. 5
D. 4

Answer: B

Explanation:
To create both 'Platform' and 'Line of Business' fields using Patterns in the Harmonization Center without mapping manipulations, the engineer would need to create separate patterns for each data source mentioned.
According to the provided images:
One pattern for LinkedIn Ads, to extract the 'Campaign Name' at position 4 for the Platform and 'Media Buy Name' at position 7 for Line of Business.
One pattern for AdRoll, to extract 'Media Buy Name' at position 3 for Platform and at position 2 for Line of Business.
One pattern for Google Analytics, which seems not required for the Platform but could apply if the Line of Business extraction is necessary, although it states N/A.
Hence, a minimum of 3 patterns would be necessary to create the fields required.

Question: 6

An implementation engineer is requested to create the harmonization field - Magician

This field should come from multiple Twitter Ads data streams, and should follow the below logic:

Extract 'Campaign Name'

5th position

If extracted va!ue is not

'Messi'

Or

'Ronaldo'

Extract Media Buy Name'

3rd position

Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

A. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo') for the final Harmonized Dimension.

B. Create a second Pattern for Media Buy Name

C. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.

D. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension

Answer: A

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

Question: 7

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		

A. Option A B. Option B

C. Option C
D. Option D

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.

Question: 8

Which Marketing Cloud Intelligence field is considered an attribute and not a “variable”

A. Campaign Category
B. Device Category
C. Device Browser
D. Geo Location

Answer: B

Explanation:
In Marketing Cloud Intelligence, attributes refer to characteristics of the data that describe the environment or context but do not change within the scope of the data being analyzed. 'Device Category' is typically an attribute as it describes a characteristic of the device used and doesn't vary within a given session or user interaction. In contrast, variables are typically metrics or dimensions that can change value or be measured.

Question: 9

What is the relationship between “Media Buy Key” and “Campaign Key”

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

Answer: A

Explanation:
Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

Question: 10

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” — 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.

Question: 11

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 assume that the file is mapped in the OPPORTUNITIES Data Stream type with the following mapping:

"Day" — "Created Date"

"Opportunity Key" + Opportunity Key

"Opportunity Stage" — Opportunity Stage

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 Confirmed Interest stage?

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

Answer: D

Explanation:
pivot table is filtered on January 11th, we refer to the Opportunity file and see that there are no records for January 11th. Thus, there would be zero opportunities in the Confirmed Interest stage on that date. The Salesforce Marketing Cloud Intelligence's pivot table feature allows for the display of counts of entities based on the filtered criteria, which in this scenario would show zero since no records exist for the filtered date. Reference: Salesforce Marketing Cloud Intelligence documentation on pivot table functionalities.

Question: 12

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 Jan 7th - 10th. How many different stages are presented in the table?

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

Answer: C

Explanation:
Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages. Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

Question: 13

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	123AAO1	Interest
06-Jan	123AAO2	Interest
06-Jan	123AAO3	Interest
08 Jan	123AAO1	Confirmed Interest
09-Jan	123AAO2	Confirmed Interest
10-Jan	123AAO1	Registered
10-Jan	123AAO2	Registered
14-Jan	123AAO2	Rejected
14 Jan	123AAO1	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 Confirmed Interest stage?

A. 3

B. 1

C. 0

D. 2

Answer: C

Explanation:

Based on the data provided and the date filter set to January 11th, there are no records for 'Confirmed Interest' on that specific date in the Opportunity file. Thus, the number of opportunities in the 'Confirmed Interest' stage for January 11th would be zero (0). In Salesforce Marketing Cloud Intelligence, when creating pivot tables, the data is aggregated based on the selected filters. If no records meet the filter criteria, the result for that category would be zero. The answer is supported by best practices in data analysis and reporting within Salesforce Marketing Cloud Intelligence, where date filters are applied to segment and analyze data.

Question: 14

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	123AAO1	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AAO1	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

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th - 11th. Which option reflects the stage(s) the Opportunity key 123AA01 is associated with?

A. Registered
B. Interest & Registered
C. Confirmed Interest & Registered
D. Interest
E. Confirmed Interest

Answer: B

Explanation:

Analyzing the Opportunity file with a filter set from January 7th to 11th, Opportunity Key '123AA01' appears under

'Interest' on January 6th and 8th, and under 'Registered' on January 10th. Therefore, during the specified date range, Opportunity Key '123AA01' is associated with both 'Interest' and 'Registered' stages. Salesforce Marketing Cloud Intelligence provides the capability to map and track opportunity stages over time, allowing for historical stage tracking and reporting. This answer aligns with the ability to use pivot tables to filter and display data by specific attributes and timeframes, as outlined in the Salesforce Marketing Cloud Intelligence documentation.

Question: 15

An implementation engineer has been asked to perform a QA for a newly created harmonization field, Color, implemented by a client.

The source file that was ingested can be seen below:

Day	Midi Buy Kry	Mada Buy Name	Campaign Kay	Sita Kay	Creative Mama	to view Impreuiam
02/02/2021	MM1	N«mel	Camp A	Site A	Crtati wafted	S
02/02/2021	MOKI	Namel	Camp A	Sita A	OwtlwMareen	20
02/02/2021	MM?	Name?	Camp ft	Sita B	CreatiwKWrete	IS
02/02/2021	M6U	samel	CampC	SiteC	Creitw# White	50

The client performed the below standard mapping:

Field	Mapped To
Media Buy Key	Media Buy Key
Media Buy Name	Media Buy Name
Campaign Key	Campaign Key
Site Key	Site Key
Creative Name	Creative Name

As a final step, the client had created the field 'Color'. As can be seen, it is extracted from the Creative Name (after the '#' sign).

For QA purposes, you have queried a pivot table, with the following fields:

* Media Buy Key
* Media Buy Name
* In View Impressions

The final pivot is presented below:

Day	Madia Buy Kay	Madia Buy Kama	Color	In »ww knpreaaiom
02/02/2021	MBK1	Nam rl	Red	»
02/0272021	MB«	Name?	White	15
W/O2/2O21	MM3	Namai	While	S

A. A Harmonized dimension was created via a pattern over the Creative Name.
B. A calculated dimension was created with the formula: EXTRACT([Creative_Namel, #1)
C. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.
D. An EXTRACT formula (for Color) was written and mapped to a Creative custom attribute.

Answer: D

Explanation:

Given that the 'Color' field is extracted from the 'Creative Name' field and appears to be part of the creative-level data, the most logical method would be to create an EXTRACT formula and map it to a Creative custom attribute. This allows the 'Color' value to be associated directly with each creative entry. In Salesforce Marketing Cloud Intelligence, the EXTRACT formula can be used to parse and segment text strings within a field, and this process is used for harmonizing data by creating new dimensions or attributes based on existing data, which is what's described here. This answer is consistent with Salesforce Marketing Cloud Intelligence features that enable data transformation and harmonization through formulaic mapping, as per the official Salesforce

documentation on data harmonization and transformation.

Question: 16

An implementation engineer has been asked by a client for assistance with the following problem: The below dataset was ingested:

Day	Campaign Cry	Campaign Category CBcfct	
02/02/2021	Camp*	Tyoel	2
01/02/2021	Camp 6	Twl	S
04/02/2021	ClmpC		4

However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for Type' is 4.
What could be the reason for this discrepancy?

A. The measurement 'Clicks' is set as a percentage.
B. A mapping formula was populated, indicating not to bring Type! values.
C. The aggregation function is set as AVG
D. The aggregation function is set as LIFETIME

Answer: C

Explanation:
The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

Question: 17

An implementation engineer has been provided with the below dataset:

Date	Mada Buy Kay	Coit 0>u*		OC
01/01/2021	Key 1	10	1	10
01/01/2021	Key 2	1	5	02
01/01/2021	Key J	2	4	01
01/01/2021	Key 4	1	■	

*Note: CPC = Cost per Click Formula: Cost / Clicks
Which action should an engineer take to successfully integrate CPC?

A. Populate the logic within a custom measurement. No need to change Aggregation.
B. Unmap it, as Datorama will calculate it automatically.
C. Populate the logic within a custom measurement. Set Aggregation to AVG.
D. Populate the logic within a custom measurement. Set Aggregation to SUM.

Answer: A

Explanation:

CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. Reference: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

Question: 18

A client would like to integrate the following two sources:
Google Campaign Manager:

Day	IMi Buy Key	Media Buy team*	Campaifn Kry	Site Kry	Creative Name	Im pert Mom	
	02/02/2021 MOKI	Namel	Camp A	Site A Site	treat «AA		5
	02/02/2021 MOKI	Name!	Camp A	A	CreauveBB		20
	02/02/2021 MBK2	Mame 2	Camp B	SMeB	Great erAA		IS
	02/02/2021 MBK1	Name!	CampC	SMaC	(rear *AA		SO

IAS:

Day	Media Buy Key	Media Buy Type	Analyzed impression
02/02/2021	MBK1	Type!	13
02/02/2021	MB h 2	Type2	9
02/02/2021	MBK3	fypeJ	M

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 Type, Media Buy Name, Impressions, Analyzed Impressions
B. Creative Name, Impressions, Analyzed Impressions
C. Media Buy Name, Impressions
D. Media Buy Type, Analyzed Impressions

Answer: A

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.

Question: 19

A client has integrated the following files: File A:

date	employeeJd	employee name	taskscompleted
01/08/2019	emp_l	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_l	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 A is 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)

emptovet.id	employee.name	touad	tasks .completed	taiks.es signed
emp l	lon Stern			1 -
emp 2				2 -
emp J	JonBenet			4 -

B)

empiovec id	employetname	squad	Inks compitted	tasks as MS r'd	emp l	lon Stent Salts	3
emp_2		ton Jones	MO	2		:	
emp 3	Jon Bones	Support	4	13			

C)

•mployet_id	ampioyaenama	iquad	taiki-Completed	IMki_MU(ned
rmpl	lon Stam	Sale*	3	10
cmp_2		RAO	2	IS
rmpl	ion Bonn	Support	4	13

D)

empioyM_ld	empioveenama	squad	utkt .completed	utks.auifned
amp.l	.on Sun		I	10
emp_?	Mn lanes		J	IS
emM	jon Bonet		4	u

A. Option A B. Option B C. Option C D. Option D

Answer: C

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 Updates Permissions' 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.

Question: 20

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

Day	weB.Ute.kev	we>_Mte_name	w»t»_nte_jource	Pa«e Vitwi	
01/01/2021	tita.teyl	tite namel	fm«t / tp_ email		100
01/01/2Q21	mt-keyl	tdenamel	referral		200
01/01/2021	Uta hey2	lite name2	twitter		300
01/01/2021	tite.keyl	Ute name?			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. 4
B. 0
C. 1
D. 3

Answer: A

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'.

Question: 21

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

Day	w«b_Ute_k«y	webi/tenarne	web^Uteuxete	F*<« VWwi	
01/01/XU1	Mte.Myl	nte.namel	fmat / tp_emnl		100
01/01/2021	Ute hayl	ute namel	rvfvFTil		200

01/01/2021 «te_key2	MM_naaM9	twittar	300
01/01/2021 Mt_hev3	Mte name!		400

The mapping is as follows:
Day — Day
web_site_key —> Main Generic Entity Key
web_site_name —> Main Generic Entity Name
Web_site_source —> Main Generic Entity Attribute 01
Page Views — Generic Metric 1
How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

A. 1
B. 0
C. 3
D. 4

Answer: D

Explanation:
With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source'. As 'Day' is mapped to 'Day', 'web_site_key' to 'Main Generic Entity Key', 'web_site_name' to 'Main Generic Entity Name', and 'Web_site_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.
The provided file has 4 unique combinations of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source', as each line has a unique 'web_site_key' and 'web_site_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

Question: 22

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

E. 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’.
‘Meeting Name’ will be mapped to ‘Main Generic Entity Attribute 2’.

Answer: A, E

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.

Question: 23

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 extract
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
Linkedln Ads	10	Objective	Return "N/A"

When harmonizing the Objective field from within the data stream mapping, which advantage is gained?

A. Scalability
B. Ease of Setup
C. Performance (Performance when loading a dashboard page)
D. Ease of Maintenance

Answer: D

Explanation:

By harmonizing the Objective field within data stream mapping, an organization can benefit from: Ease of Maintenance: Harmonization allows for consistent naming conventions across different data sources and streams. This means when business logic or naming conventions change, updates can be made in one place and consistently applied across all data streams. It also reduces the complexity of managing multiple streams and ensures data consistency, which is vital for accurate reporting and analysis.

Question: 24

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.
For example:
Campaign Name: AFD@Mulop-1290
Desired outcome: AFD
Other examples:

Campaign Name	Desired Outcome
ACC@Loni 323	ACC
COR^Loni 4989	COR
DRM@Kobak--1290	DRM
OLP@Mulop-2381	OLP

Which formula will return the desired values?

A. LEFT(EXTRACT(csy[‘campaign_name]],~',0),3)
B. EXTRACT(csv[campaign_name!;@',1)
C. EXTRACT(csv[campaign_name'],—,0)
D. EXTRACT(EXTRACT(csv['campaign_name]]/@',1),-,0)
E. LEFT(EXTRACT(csv[campaign_name'}/—',1),3)

Answer: B

Explanation:
The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.
The correct formula is: EXTRACT(csv['campaign_name']; '@', 1). This will take the 'campaign_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

Question: 25

A client provides the following three files: File A:

Day	Media Buy Key	MB Name	impressions
Ol-Mar-20	Key 1	MB J	100
01-Mar-20	Key 2	MB J	200
01-Mir20	Key 3	MB_3	300

File B:

MB Name	MB New Name

MB.I	MB.New.I
MB_2	MB.Nrw.2

File C:

Day	Media Buy New Name	MH Group	injtah
01 Mar 20	MB.NewJ	Group A	10
Ol-Mar-20	MB Naw 2	Group B	20

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

Day	Madia Buy New Name	MB Name	MB Group	Install
Ol-Mar-20	MB New 1	MB 1	Group A	10
01 Mar 20	MB_New_2	MB.2	Groups	20

Which proposed solution would cause a false connection between the two files?

A. Custom classification
B. Data Classification
C. VLOOKUP in Data Stream B. Vlookup will return “Day” and “Installs”
D. VLOOKUP in Data Stream C. Vlookup will return "MB Name”

Answer: C

Explanation:

With File A uploaded using the Ads data stream type, the client wishes to create a view incorporating data from Files B & C.

A false connection would occur if VLOOKUP in Data Stream B is used incorrectly to return “Day” and “Installs”. In this scenario, VLOOKUP might inaccurately link data based on MB Name between File B and File A or File C, which do not have a "Day" field to correctly join on. Moreover, "Installs" data in File B doesn't exist, so VLOOKUP cannot correctly return this information. The correct method would be to use the "Media Buy New Name" to link File B and File C since they both have this field, ensuring accurate connection and avoiding data mismatches or false connections.

Question: 26

Your client provided the following sources: Source 1:

Day	Media Buy Key	Media Buy Name	Clicks
01/01/2021	17782	Mulop-1290	5
01/01/2021	45120	Loni—323	5
01/01/2021	54342	Loni-4989	5
01/01/2021	90034	kobak-1290	5
01/01/2021	80536	Mulop--2381	5

Source 2:

Product	Product Group
Abi	A
Loni	A
Kobak	A
Mulop	B

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source1

The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Product Group	Clicks	Sign ups
A	15	42
B	10	15

Which two options will meet the client's requirement and enable the desired view?

A. Custom Classification: 1

Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.

Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer

Source 3: 'Product will be mapped to Custom Classification key. Came

B. Overarching Entities:

Source 1: custom classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.
Source 3: 'Product' will be mapped to Product field.

C. Parent Child:

All sources will be uploaded to the same data stream type - Ads. The setup is the following:
Source 1: Media Buy Key —- Media Buy Key, extracted product value — Media Buy Attribute.
Source 2: Product — Media Buy Key, Product Group —- Media Buy Attribute.
Source 3: Product — Media Buy Key.

D. Harmonization Center:

Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension

Answer: A, D

Explanation:
To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:
Option A:
Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.
Option D:
Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension 'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

Question: 27

What are unstable measurements?

A. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
B. Measurements that are set with the LIFETIME aggregation function
C. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.
D. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.

Answer: C

Explanation:
Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.
Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

Question: 28

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

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

Answer: B, C, E

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

Question: 29

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

Day	Madia Buy Kay	Media Buy Mama	CampaiEn Kay	Impressions	Revenue
01-Apr-20	MM i	MMJU	cn	100 $	1
Ol-Apr 20	M8K 2	MM A 2	CM	200 S	2

Data Stream B:

Day	Campaign Kay	Campaign Nama	Creative Kay	Clicks	Media Cort
01-Apr-20	«.I	CN.BJ	OHM. 1	io $	2
01 Apr 20	CM	CM fl 2	(RH8J	20 $	3

Data Stream C:

Day	Madia Buy Kay	Campaign Kay	McKay	Mt Name	Revenue
01 Apr 20	MSK.I	CI_1		SN_C_1	$ 4
01 Apr-20	MBKJ	cij	«5J	5N_CJ	$ 5
01 Apr 20	MBK.5	CM	SK.CJ	SN C 2	5 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.

The client would like to have a "Site Revenue" measurement.

This measurement should return the highest revenue value per Site, for example:

For Site Key 'SK_C_2', the "Site Revenue" should be $7.00.

When aggregated by date, the "Site Revenue" measurement should return the total sum of the results of all sites.

For example:

For the date 1 Apr 2020, "Site Revenue" should be $11.00 (sum of Site Revenue for Site Keys 'SK_C_1' ($4.00) and 'SK_C_2' ($7.00))

CUICUIUteU r-.. n

	CUILUIUIVU measurements	Site Revenue 2 FINAL	Site Key	SUM	[Site Revenue 2 MAX]
Option3		Site Revenue 3	Site Key	SUM	[Revenue]
Option 4	*The client adjusted the mapping of Data Stream C and changed the Aggregation Function of Revenue to MAX*	Site Revenue 4	Site Key	SUM	[Revenue]

Which options will yield the desired result;

A. Option #1 & Option #4 B. Option #1 & Option #3

C. Option #2 & Option #3

D. Option #2 & Option #4

Answer: D

Explanation:

Option #2: It suggests using the 'SUM' function to aggregate the 'Site Revenue' for each 'Site Key'.

This is necessary to ensure that when aggregated by date, 'Site Revenue' should return the total sum of the highest revenue for all sites.

Option #4: It indicates changing the Aggregation Function of Revenue to 'MAX' within Data Stream C. This ensures

that for a given 'Site Key', the highest revenue value is selected, which is correct for individual site revenue determination.

Combining Option #2 and Option #4 will provide the desired result:

For an individual 'Site Key', it will give the highest revenue (using MAX aggregation in Option #4). When aggregating by date across all 'Site Key's, it will sum the highest revenues (using the SUM function in Option #2).

Question: 30

An implementation engineer has been provided with 4 different source files: 03m 48s

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:

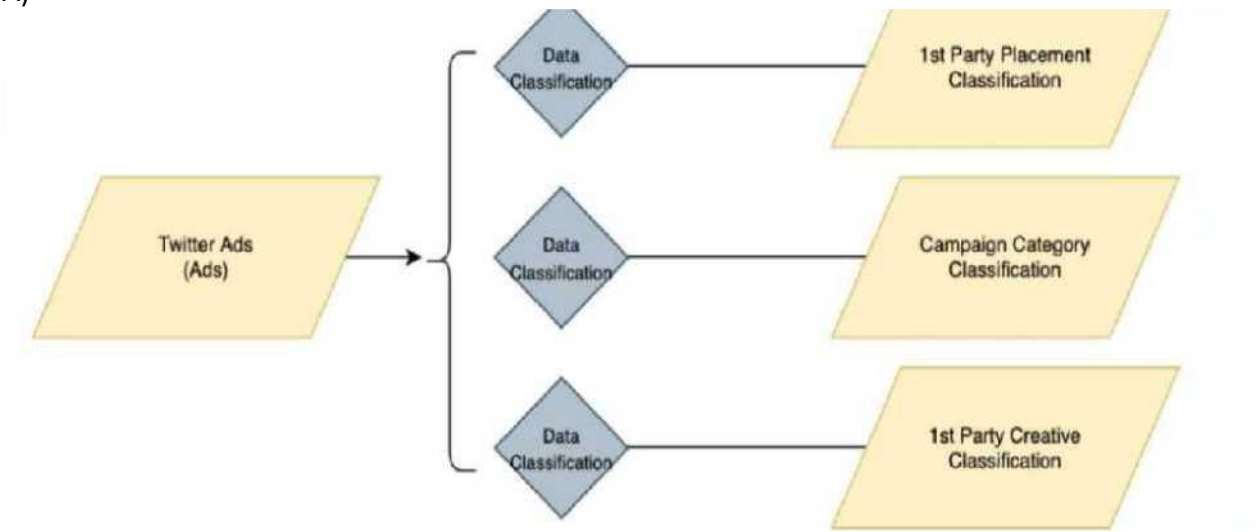
Creative ID	1st Party Creative Image	1st Party Creative Group

Creative ID — links back to Creative Key (Twitter Ads) 1st Party Placement Classification by

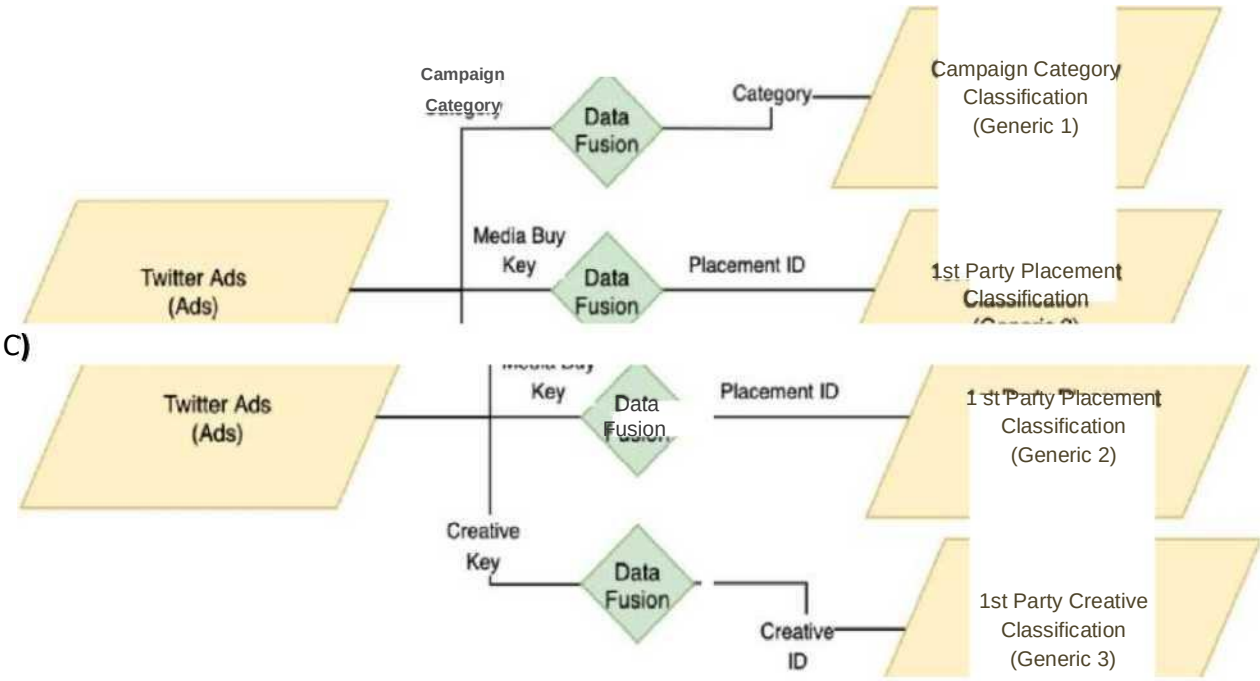
File structure/headers:

Placement ID	1st Party Placement Group

A)

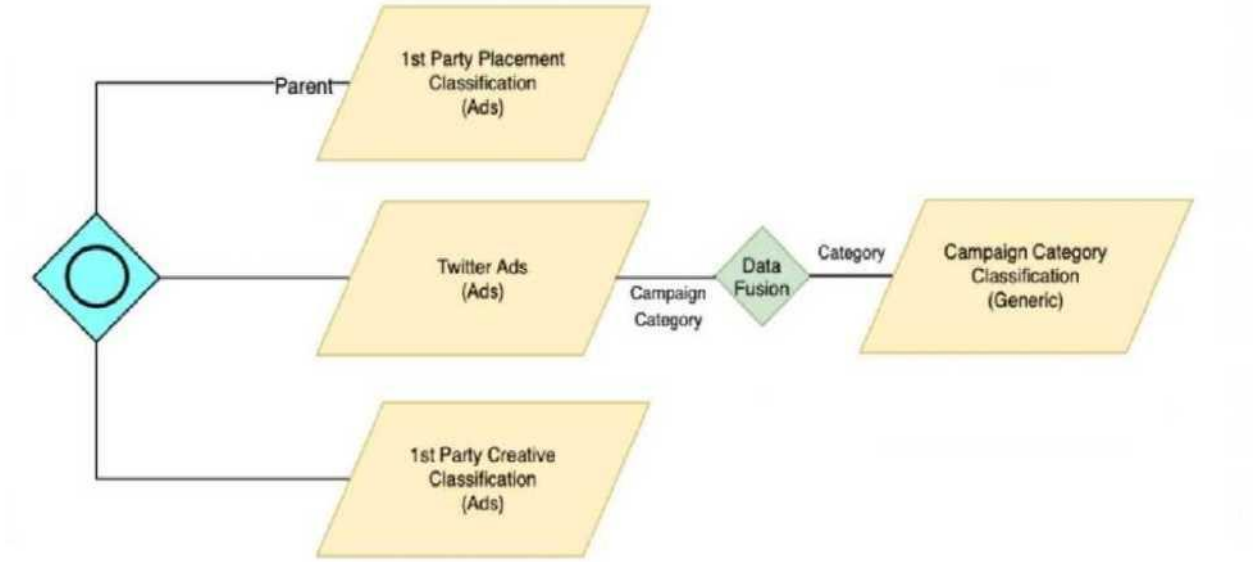


B)



C)

D)



A. Option A
B. Option B
C. Option C
D. Option D

Answer: A

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement

Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

Question: 31

Which three statements describe Overarching Entities? 03m 23s

A. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
B. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.
C. When needed, these entities can act as a main entity, replacing the original one.
D. These are mappable dimensions that are present in each and every dataset type
E. The values of these entities are stored at the workspace level, rather than the data stream level

Answer: B, C, E

Explanation:
Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:
B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.
C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.
E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

Question: 32

Which two statements are correct regarding LiteConnect?

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

Answer: AB

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.

Question: 33

An implementation 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 &

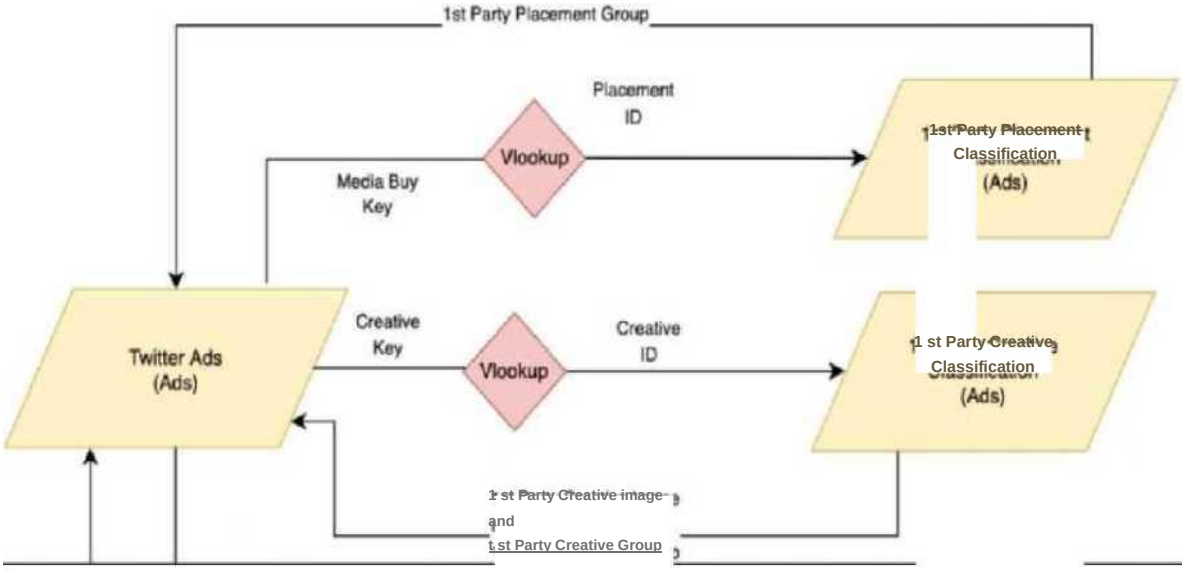
File structure/headers:

Placement ID	1st Party Placement Group

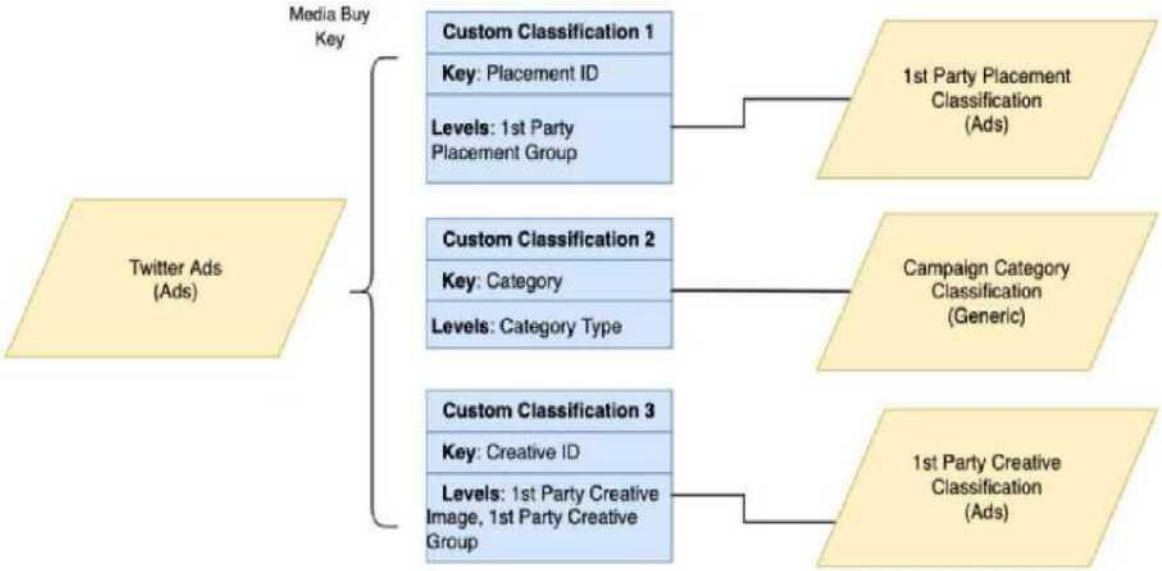
Category — links back to Campaign Category (Twitter Ads)

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

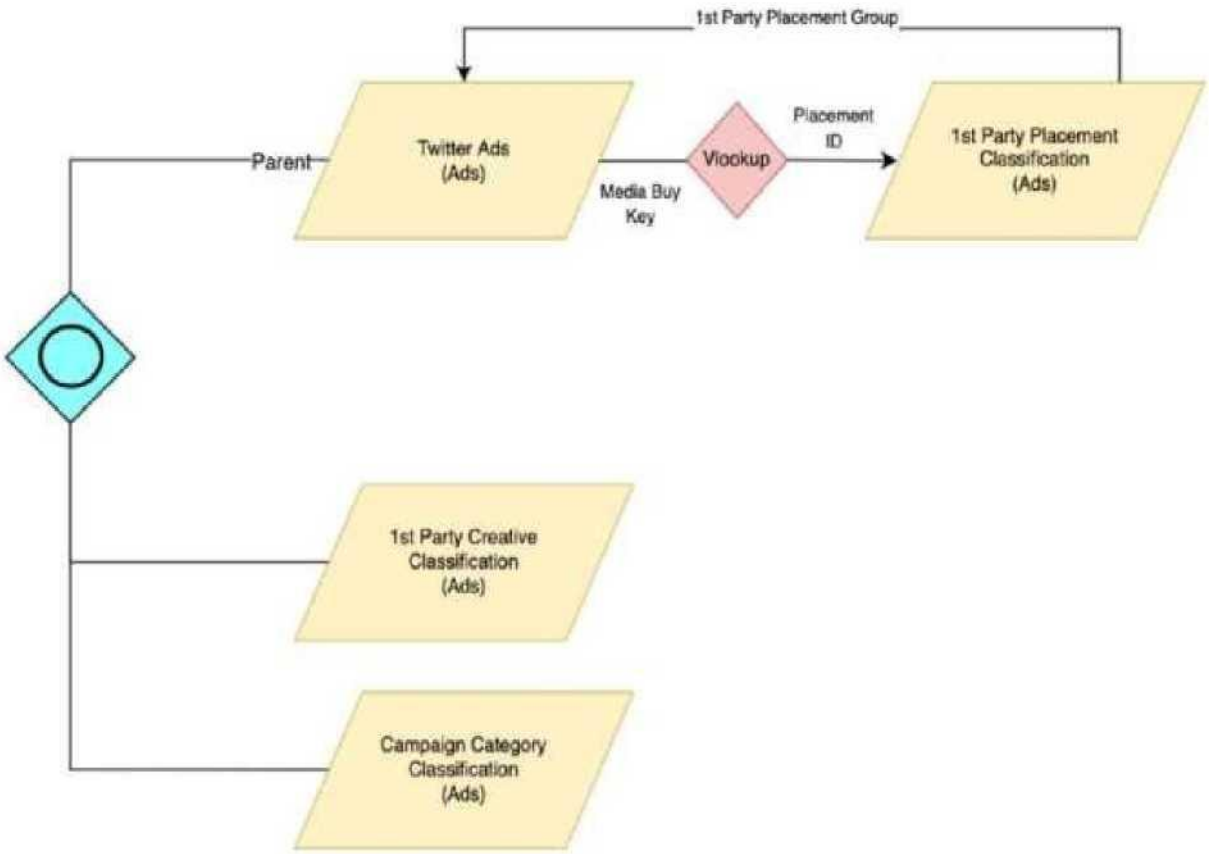
A)


1st Party Placement Group
Placement ID
Vlookup
Media Buy Key
1st Party Placement Classification (Ads)
Twitter Ads (Ads)
Creative Key
Vlookup
Creative ID
1 st Party Creative Classification (Ads)
1 st Party Creative image and 1 st Party Creative Group

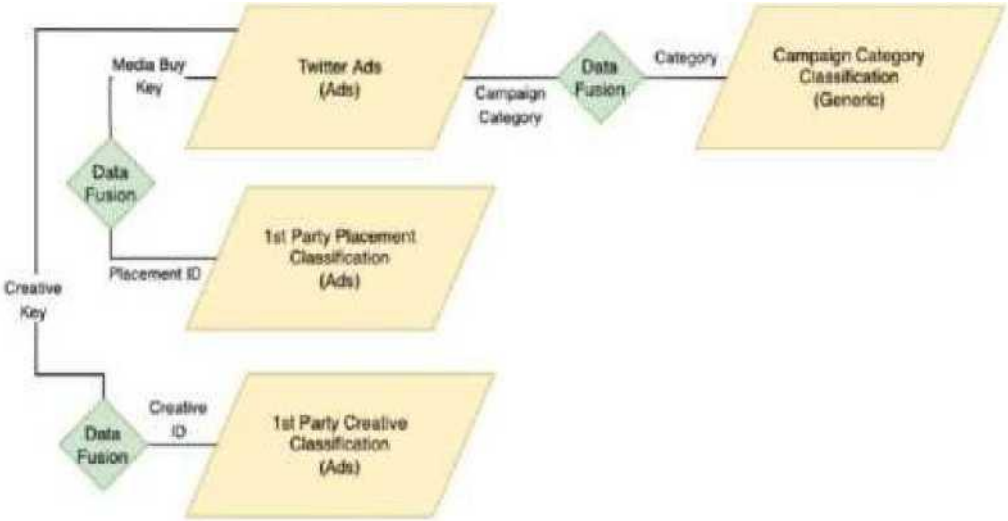
B)


Media Buy Key
Custom Classification 1
Key: Placement ID
Levels: 1st Party Placement Group
1st Party Placement Classification (Ads)
Twitter Ads (Ads)
Custom Classification 2
Key: Category
Levels: Category Type
Campaign Category Classification (Generic)
Custom Classification 3
Key: Creative ID
Levels: 1st Party Creative Image, 1st Party Creative Group
1st Party Creative Classification (Ads)

C)



D)



A. Option A
B. Option B
C. Option C
D. Option 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.

Question: 34

Your client has provided sample files of their data from the following data sources: Google Campaign Manager

dale M media buy name	media buy M	site id	cite name	cam paler id	campaign name	dida	ImpnMuoru coat	
20/02/2020 Name*	517773	3114	Mel	726	QWl.bhv vidjuacan.uk	1	551	10
20/02/2020 Name 1	51*257	3115	5U2	Hi	QWt bhv «dlJMtan.uk	0	955	26
20/02/2020 NameC	as wi	3115	«M2	Ml	OWE bhv da juaran fl	0	554	25
20/02/2020 NameO	SIMM	3116	Uri	lit	OWF_Wnr_kid juaran uk		1097	30

Google DV360

date.Id medla.buy.name	medla.buy.M	Sitejd	ule.name	camiiaign.ld	campaign, mime	Video vlem fully played coat		
20/02/2020 Name*	17654	am	Mal	726	OWE bhv vid juann.uk	102	11	1
20/02/2020 NameB	77654	3115	51*2	726	OWt.bhv ydjuaTm.uk	111	162	75
20.702/2020 Name C	71930	3114	$«et	234	QWE nd d ip juaran Rfl	156	40	5
20/02/2020 Name 0	JWU	3116	UM	776	OWE bhv_widju.iran_ub	Mt	7	3

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

Which action(s) are needed to take place in order to meet the client's requirement and set Google DV360 as the source of truth for Cost?

A. Unmap 'Cost' in Google DV360
B. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
C. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360
D. Unmap 'Cost' in Google Campaign Manager

Answer: D

Explanation:

To set Google DV360 as the source of truth for cost:

The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.

Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager.

Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming from Google DV360.

Question: 35

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

Data Stream A:

on	Mada Buy Key	Media Buy Name	Campaign Kay	imprewom	Ravanna	
01 Apr.20	MBI$J	MHN.AJ	CM		100 $	1
01 Apr-20	M6KJ	MOK A ?	CK a		700 $	2

Data Stream B:

Oay	Campaign Kay	Campaign Name	Creative Kay	Outa	Media Coat	
01 Apr 20	CM.l	CN_B_1	CRTK.B.l		10 $	2
01 Apr 20	CM	CM.2	CRTK.Bt2		20 $	3

Data Stream C:

Oay	Mada Buy Key	Campaign Key	Me Key	Me Name	Revenue	
01 Apf 20	MM.l	OU	5K.C.1	SS-CJ	$	4
01 *pt 20	MM J	OU	5MJ	M.CJ	S	5
01 Apr 20	M8K 5	CM	SUU	«LCJ		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. 100

C. 300

D. 150

Answer: B

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.

Question: 36

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

Data Stream A:

Data Stream ^

	Med j Buy Uy	Medu Buy Bern*	Canpaifn °V	kn|M^ttlofti	toMflut	
01 Apt 20	MM_1	MBK.A.l	CO	100 $		1
01 Apr 20	MM.2	MBA A 2	CM	200 $		2

Data Stream B:

O»v	Campaign Key	Campaign Name	Creative Kay	Chets	Media Coa

01 Api 20	CO	CN.BJ	CRTK_BJ	10 $	2
01 Apr 20	co	m B 2	amt B ;	20 5	5

Data Stream C:

	Med* Buy Ker	Cenpaign Key	Me Key	Me Name	Kewwnve	
01 Apr 20	M8K 1	CM	$K C 1	M.C.1	$	*
01 Apr 20	MM.I	CX.2	SK C. 2	H.CJ	$	5
01-Ap<-20	MM S	a J	SK.CJ	IN 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.

* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked What should the Data Updates Permissions be set to for Data Stream B?

A. There is no difference, all permissions will have a similar effect given the scenario.
B. Update Attributes and Hierarchies
C. Update Attributes
D. Inherit Attributes and Hierarchies

Answer: B

Explanation:
With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:
The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.
The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

Question: 37

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

Data Stream A:

Day	Med J Buy Key	Media Buy Name	Camparyn Key	ImpreuMMii	Revenue	
01 Ape 20	M6K.1	MBN.AJ	CM		100 $	1
01 Ape 20 MM_2		MBNA?	CM		200 5	2

Data Stream B:

Dey	Lampaayn Key	Campaign Name	Creative wy	Ottl	Media CM	
01 Apr 20 CK.I		CUM	CMKJB.I		10 $	2
01 Apy 20 CK .2		OtM	amm?		20 $	3

Data Stream C

Ow	Mt* Buy My	Cam palpi Key	Me My	Me Name	Revenue	
01 Apr-20	MIK 1	a J	a c i	M.C1	S	4
01 Apr 20	MM J	ai	SK.C.2	M-CJ	$	5
Ol-Ape-20	MM_S	ai	a_cj	M.CJ		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.
Which data stream should be set as a parent?

A. Data Stream A
B. Data Stream C
C. Any of the data streams can technically be the parent
D. Data Stream B

Answer: B

Explanation:
Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

Question: 38

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

DR	Madia Buy My	Campaign Kay	SBe Kay	Me Hama	Raw* nut	
01 Apt 20	MM J	a.i				4
01 Ap<20	MM2	CM	»JM	W-M	$	5
01-Ape-20	MMJ	CM	K-CJ	VLM		7

Data Stream B:

DW	Campatyn Uy	Campaifn Name	CtaMMeKay	dicta	MeduCoel	
01 Apr 20		CN.M	CRU_B,1	10 $		2
01 Apr 20		c*.M	CI1TI.M	20 $		1

Data Stream C;

DR	Mada Buy Hay	Campaign Kay	Ma Kay	Ma Mama	Raw nue	
01 Apr 20	MBK_1	aJ		'MJ	$	4
01 Apr 20	M6K2	CM	«_M	W-M	$	5
01 Apr 20	MM>	at i	*MJ	W_C_2		$?

* 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.
How should the "Override Media Buy Hierarchies" checkbox be set in order to meet the client's requirements?

A. It should be checked in Data Stream C
B. It should not be checked in any of the three Data Streams.
C. It should be checked in Data Stream B
D. It should be checked in Data Stream A

Answer: A

Explanation:
If Data Stream C is the source of truth, the "Override Media Buy Hierarchies" checkbox should be checked for Data Stream C. This means that the hierarchy defined within Data Stream C will take precedence over any other media

buy hierarchies present in Data Streams A or B. By doing so, it enforces that the hierarchy from the source of truth (Data Stream C) is used throughout the dataset, maintaining the integrity of the hierarchical relationships as defined by the most reliable data source.

Question: 39

Your client would like to create a new harmonization field - Exam Topic. The below table represents the harmonization logic from each source.

	Source A (Ads)	Source B (Messaging)	Source C (Ads)
Exam ID	2nd position of Media Buy Key	1st position of Message Send Name	3rd position of Campaign Name
Exam Topic	3rd position of Media Buy Type	—	6th position of Campaign Category
Unique Measurement	Cost	Email Sends	Video Views

As can be seen from the table, there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that
where an Exam ID is found - a single Exam Topic value is associated with it.
The client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values, as seen in the following example:

Exam Topic	Cost	Email Sent	Video Views
Math	10	100	90
Literature	50	900	123

The client suggested to create, without any mapping manipulations, several patterns via the harmonization center that will generate two Harmonized Dimensions:

Exam ID
Exam Topic

Given the above information, which statement is correct regarding the ability to implement this request with the above suggestion?

A. The above Patterns setup will not work for this use case.
B. The solution will work - the client will be able to view Exam Topic with Email Sends.
C. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
D. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution

Answer: D

Explanation:
If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

Question: 40

A client has provided you with sample files of their data from the following data sources:
1.Google Analytics
2.Salesforce Marketing Cloud
The link between these sources is on the following two fields:
Message Send Key
A portion of: web_site_source_key
Below is the logic the client would like to have implemented in Datorama:
For 'web site medium' values containing the word "email" (in all of its forms), the section after the "_" delimiter in 'web_site_source_key' is a 4 digit number, which matches the 'Message Send Key' values from the Salesforce Marketing Cloud file.
Possible examples of this can be seen in the following table:
Google Analytics:

Web site key	web site medium	web_site_source_	Page views
Keyl	Email	Email 6783	50
Keyl	Organic	Orgamc.9045	100

Salesforce Marketing Cloud:

Message Send Key	Message Sends	Message Total Clicks
6783	400	200

The client's objective is to visualize the mutual key values alongside measurements from both files in a table.

Message Send Key	Page Views	Message Sends	Message Total Clicks
6783	50	400	200

In order to achieve this, what steps should be taken?

A. Within both files, map the desired value to Custom Classification Key as follows Salesforce Marketing Cloud: map entire Message Key to Custom Classification Key. Google Analytics: map the extraction logic to Custom Classification Key.
B. Create a Web Analytics Site custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
C. Upload the two files and create a Parent-Child relationship between them. The Override Media Buy Hierarchy checkbox is checked in Google Analytics.
D. Create a Web Analytics Site Source custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.

Answer: A

Explanation:
To create a linkage between Google Analytics and Salesforce Marketing Cloud data based on the "Message Send Key" and a portion of the "web_site_source_key," both values need to be harmonized into a common key. This is done by mapping the full Message Send Key from Salesforce
Marketing Cloud and the extracted part of the web_site_source_key from Google Analytics to the same Custom Classification Key. This mapping will create a common identifier that can be used to combine the data from both sources for analysis and visualization.

Question: 41

Which three statements accurately describe the different data stream types in Marketing Cloud intelligence?

A. Every data stream type includes the Medio Buy entity
B. All data stream types consist of at least one entity
C. All data stream types share at least one mutual measurement
D. Each data stream type has Its own main entity
E. Each data stream type has its own set of measurements

Answer: B, D, E

Explanation:
In Marketing Cloud Intelligence, data stream types are templates that define how data should be structured within the system. Each data stream type:
B . Includes at least one entity, which is a fundamental component of the data stream and represents a collection of related data points.
D . Has its own main entity, which is the primary focus of that particular data stream type and serves as the central point of reference for the associated data.
F. Contains its own unique set of measurements that are specific to the type of data being captured within that stream. These measurements represent quantitative data that can be analyzed within the context of the main entity and other dimensions present in the data stream.
A is incorrect because not every data stream type includes the Media Buy entity—this is specific to certain types of advertising data streams. C is incorrect because not all data stream types share at least one mutual measurement; measurements are typically unique to the data stream's focus and purpose.

Question: 42

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

A. One-to-many (one Media Buy ley 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.

Question: 43

Which two statements are correct regarding variable Dimensions in marketing Cloud intelligence's data model?

A. These dimensions are stored at the workspace level
B. Variable Dimensions hold a Many-to-Many relationship with its main entity
C. All variables exist in every data set type, hence are considered as overarching dimensions
D. These are stand alone dimensions that pertain to the data set itself rather than to a specific entity

Answer: AB

Explanation:
Variable dimensions in Marketing Cloud Intelligence's data model are flexible and can be associated with multiple entities, forming a many-to-many relationship. These dimensions are configured and stored at the workspace level, allowing for customization and alignment with specific reporting needs and analytics practices.

Question: 44

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

Data Source Name	LInkedIn Ads	AdRoll	Google Analytics
Offer	Extract 'Campaign Name' Delimiter"_" Position 6	Extract 'Media Buy Name' Delimiter"_" Position 6	IF 'Web analytics site source' contains Google: Extract Campaign Name' Delimiter "I" Position 1 IF Web analytics site source' contains LinkedIn: Extract 'Campaign Name' Delimiter T Position 2 IF 'Web analytics site source' contains AdRoll: Extract 'Campaign Name' Delimiter "I" Positions

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer?

A. Two separate patterns (filtered by Linkedin or AdRoll sources)

Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute
Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics

source).

A total of 3 patterns.

B. Two separate patterns (filtered by Linkedin or AdRoll sources)

Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.

Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).

A total of 3 patterns

C. Two separate patterns (filtered by Linkedin or AdRoll sources).

Another single pattern for Campaign Name (filtered by Google Analytics source).

A total of 3 patterns.

D. Two separate patterns (filtered by Linkedln or AdRoll sources).

Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.

Answer: B

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

Question: 45

An implementation engineer is requested to integrate 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 Assignmed') alongside'Employee Name' and/or 'Squard'.

A Parent-Child configuration was set between the two.

Which two statements are correct?

A. The two files cannot be Joined as they hold different measurements

B. The two files cannot be joined as they hold different dates

C. The join can be successful even if "empjd' isn't mapped and employee.name' is mapped to the same entity name in both data streams

D. Any one of the files can potentially be set as the Parent data stream

E. The two files were uploaded to a different Generic type

Answer: C, D

Explanation:

In Marketing Cloud Intelligence, joining two files requires a common field to be mapped as the same entity. If "employee_name" is consistently mapped across both data streams, it can serve as the basis for the join, regardless of whether "employee_id" is mapped. The choice of which file serves as the Parent stream depends on the use case and the desired reporting structure, but technically, either could serve as the Parent.

Question: 46

A client has integrated data from Facebook Ads. Twitter ads, and Google ads in marketing Cloud intelligence. For each data source, the source, the data follows a naming convensions as … Facebook Ads Naming Convention - Campaign Name:

CampID_CampName#Market_Object#object#targetAge_TargetGender

Twitter Ads Naming Convention- Media Buy Name

MarketTargeAgeObjectiveOrderID

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. Given the above information, which statement is correct regarding the ability to implement this request?

wet Me - Given the above information, which statement i 's Correct regarding the ability to implement this request?

A. The client Wi-Fi be able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains mufti delimiters.

B. it is not possible to do this, as the naming conventions are different

C. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)

D. The client will be able to do this and it will require building three patterns.

Answer: D

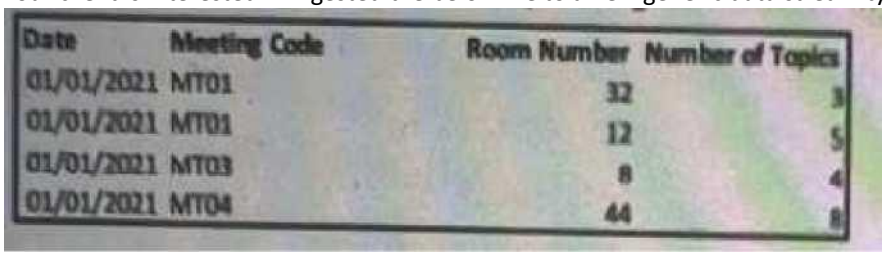
Explanation:

Despite the different naming conventions, harmonization is possible using patterns in the

Harmonization Center. By extracting the 'Market' and 'Objective' components from the naming conventions of each platform, three separate patterns would be created to map these common fields consistently across the data from Facebook Ads, Twitter Ads, and Google Ads.

Question: 47

Your client is interested in ingested the below file to a new generic data stream type:



Date	Meeting Code	Room Number	Number of Topics
01/01/2021	MT01	32	3
01/01/2021	MT01	12	5
01/01/2021	MT03	8	4
01/01/2021	MT04	44	8

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

A. An attribute of 'Meeting Code'
B. A custom metric and set aggregation to AUTO
C. A custom metric and set aggregation to SUM
D. A separate entity key

Answer: A

Explanation:
In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

Question: 48

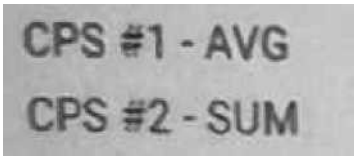
A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic: (Media Cost) / Sign-ups)

As can be seen in the table below, CPS was created twice and was set with two different aggregations:

• CauMfniUm 4	* MeduSuyAfy	it* CBM	" tfAU|H	CPI fl	• CHAI
ATI	35412	1200	II	M II	Mil
AHI	mu	u 00	4	10 25	IMS
Tow		BOO	i»	1020	MAJ

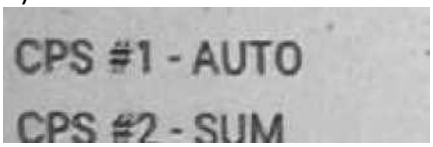
From looking at the table, what are the aggregation settings for each one of the newly created KPIs? A)



B)

CPS #1 - AVG
CPS #2 - AUTO

C)



D)

CPS #1- LIFETIME
CPS #2 - SUM

A. Option A
B. Option B
C. Option C
D. Option D

Answer: C

Explanation:
The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

Question: 49

An implementation engineer has been asked to perform QA for a standard file ingestion, done by the client.
The source file that was ingested can be seen below:

Day	Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	In view Impressions
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Red	5
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Green	20
02/02/2021	MBK2	Name2	Camp B	Site B	Creative#White	15
02/02/2021	MBK3	Name3	Camp C	Site C	Creative#White	50

The number of rows added to this data stream is 3. What could have led to this discrepancy?

A. All fields are mapped except for the Media Buy Key.
B. All fields are mapped except for the Creative Name C. All fields are mapped except for the Media Buy Name.
D. All fields are mapped except for the Campaign Key

Answer: D

Explanation:
The source file shows data related to media buys, including a 'Media Buy Key', 'Media Buy Name', 'Campaign

Key', and 'Site Key', among other fields. If only three rows were added, and the discrepancy is due to a missing field, it's likely that 'Campaign Key' is the field not mapped, because it is crucial for linking related records in the data stream. Without the 'Campaign Key', the system cannot associate the media buy data with specific campaigns, leading to a potential loss of data rows during ingestion.

Question: 50

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: AB

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.

Question: 51

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

Answer: B

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.

Question: 52

Client has provided sample flies 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	591	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

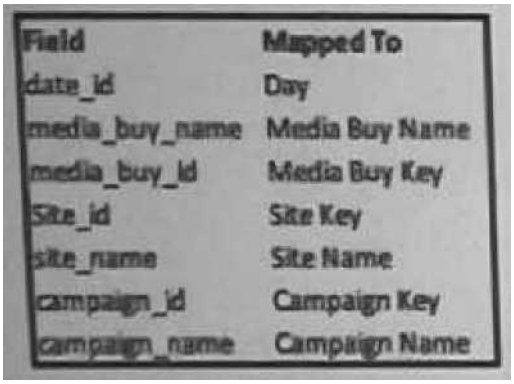
Google DV360

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.

Question: 53

Option 2	Total Aggregation Function is set to AVG	Group Min Cost 2	Campaign Key	MIN	[Media Cost]
Option3	Client decided to create two calculated measurements	Group Min Cost 3 MIN	Campaign Key	MIN	[Media Cost]
		Group Min Cost 3 FINAL	Campaign Group	AVG	[Group Min Cost 3 MIN]
Option 4	Client decided to create two calculated measurements	Group Min Cost 4 MIN	Media Buy Key	MIN	[Media Cost]
		Group Min Cost 4 FINAL	Campaign Key	AVG	[Group Min Cost 4 MIN]

Which option will yield the desired result:?

A. Option 1
B. Option 4
C. Option 2
D. Option 3

Answer: B

Explanation:
Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

Question: 54

A client Ingested the following We into Marketing Cloud Intelligence:

Oil®	Ml luv In Cam|«i(h Nami	Campatfii Gm*	Ota* MaaRa Cant Campa*. Rand CUdn |		
ayoi/MUi MH	Campalfn AAA	Campa t|r<ira*M	M4	M	iood
01/0UM01 MU	Clmpalfn RM	Campa iinCroupAI	NO	w	IMJ
Ol/Cil/JOJI MU	Campon AAA	CampannGrnupAI	«U	u	MM
tiM/MU MD	Campon AAA	CimpatfnGrnupAI	m	K	MxJ
0M0VM1I MH	Campaign OX	Campa t| nA m*CD	tao	if	UM
OL/OI/KUI MD	Campion 000	Campa tgnGrovpCD	M		
OVOUIMI MU	Campa i|« C«	Campa ii><lm>fCD	M4	io	ino|

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	W4hin the mopping, 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 (a* AUG	Campaign Planned Clicks 2			
Option3		Campaign Planned Click 3	Media Buy Key	MAX	1 Campaign Planned Okk)
Option 4		Campaign Planned Click 4	Media Buy toy	MIN	[Campaign Planned Click)
Option 5		Campaign Planned Click 5	Campaign toy	AVG	[Campaign Planned Dick)

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.

Question: 55

Your client would like to create a new harmonization field - Exam Topic. The below table represents the harmonization logic from each source.

	Source A (Ads)	Source B (Messaging)	Source C (Ads)
Exam ID	2nd position of Media Buy Key	1st position of Message Send Name	3rd position of Name
Exam Topic	3rd position of Media Buy Type		oth position of Campaign Category
Unique Measurement	Cost	Entail Sends	Video Views

As can be seen from the table there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that where an Exam ID is found -a single Exam Topic value is associated with it.

The Client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values as seen in the following example:

Exam Topic	t	,
I Math	10	iQQ
1 Literature	50	900

Which harmonization feature should an Implementation engineer use to meet the client's requirement?

A. Transformers
B. Parent Chile
C. Fusion
D. Custom Classification
E. Calculated dimensions

Answer: D

Explanation:

To meet the client's requirement of slicing measurements by 'Exam Topic' values, an Implementation Engineer should use Custom Classification. This feature allows different Exam IDs to be classified into their respective Exam Topics, ensuring that data from all sources can be accurately harmonized and analyzed based on these topics.

Question: 56

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

A. When a data stream type ''CRM - Leads' is created, another complementary 'CRM - Opportunity' is created automatically.
B. Pacing - daily rows are being created for every lead and opportunity keys
C. No mappable measurements - all measurements are calculated
D. The data is stored at the workspace level.

Answer: BC

Explanation:
For performance issues when loading a dashboard using CRM data stream type:
Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.
Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

Question: 57

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. 1
B. 3
C. 2
D. 0

Answer: B

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.

Question: 58

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

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th - 11th.Which option reflects the stage(s) the opportunity key 123AA01 is associated with?

A. Interest & Registered
B. Confirmed interest
C. interest
D. Confirmed Interest & Registered

Answer: A

Explanation:

Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered'

stage which falls within the filter range.

Question: 59

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
Unkedln 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. Scalability - future data streams that will follow similar logic will be automatically harmonized.

B. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model

C. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to

D. Ease of Maintenance - the logic is written and populated in one centralized place

E. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.

Answer: A, D, E

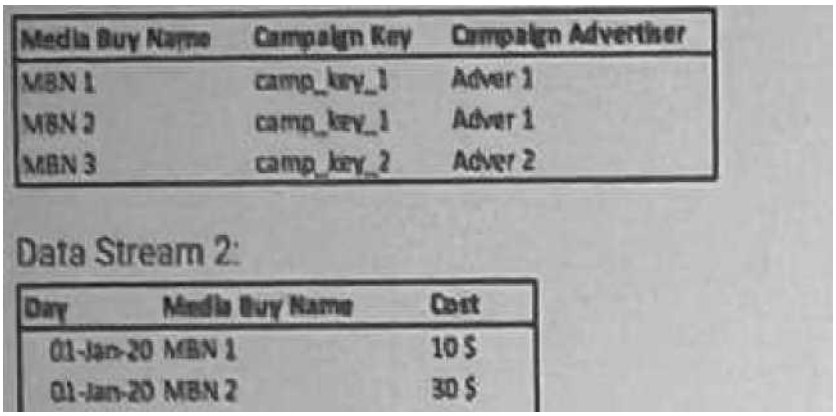
Explanation:

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.

Question: 60

A client provides the following two data streams: Data Stream 1:



Media Buy Name	Campaign Key	Campaign Advertiser
MBN 1	camp_key_1	Adver 1
MBN 2	camp_key_1	Adver 1
MBN 3	camp_key_2	Adver 2

Data Stream 2:

Day	Media Buy Name	Cost
01-Jan-20	MBN 1	10 $
01-Jan-20	MBN 2	30 $

Question-

The client would like to use a VLOOKUP formula to calculate the Cost per Campaign Advertiser on January 1st 2020. Which mapping options should the client apply to obtain the expected result?

A)

Data Stream 1	
Datorama Field	Mapping Formula
Media Buy Name	csv['Media Buy Name']
Campaign Key	csv['Campaign Key']
Campaign Advertiser	csv['Campaign Advertiser']

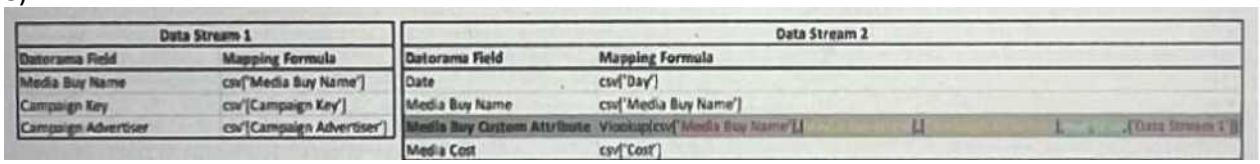
Data Stream 2	
Datorama Field	Mapping Formula
Date	csv['Day']
Media Buy Name	csv['Media Buy Name']
Campaign Custom Attribute	Vlookup(csv['Media Buy Name'][

B)

Data Stream 1	
Datorama Field	Mapping Formula
Media Buy Name	csv['Media Buy Name']
Media Buy Custom Attribute 01	csv['Campaign Key']
Media Buy Custom Attribute 02	csv['Campaign Advertiser']

Data Stream 2	
Datorama Field	Mapping Formula
Date	csv['Day']
Media Buy Name	csv['Media Buy Name']
Media Buy Custom Attribute	Vlookup(csv['Media Buy Name'][
Media Cost	csv['Cost']

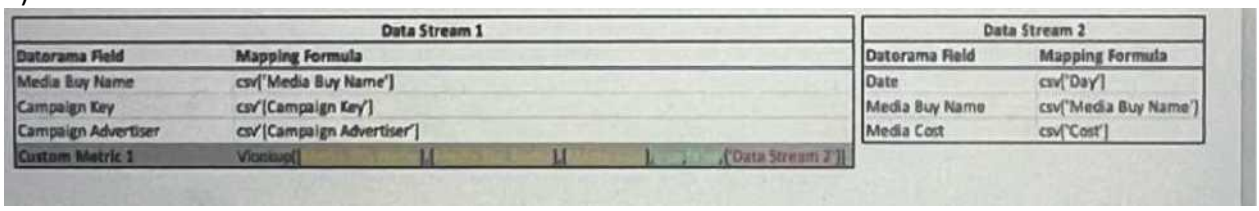
C)



Data Stream 1	
Datorama Field	Mapping Formula
Media Buy Name	csv['Media Buy Name']
Campaign Key	csv['Campaign Key']
Campaign Advertiser	csv['Campaign Advertiser']

Data Stream 2	
Datorama Field	Mapping Formula
Date	csv['Day']
Media Buy Name	csv['Media Buy Name']
Media Buy Custom Attribute	Vlookup(csv['Media Buy Name'][
Media Cost	csv['Cost']

D)



Data Stream 1	
Datorama Field	Mapping Formula
Media Buy Name	csv['Media Buy Name']
Campaign Key	csv['Campaign Key']
Campaign Advertiser	csv['Campaign Advertiser']
Custom Metric 1	Vlookup([

Data Stream 2	
Datorama Field	Mapping Formula
Date	csv['Day']
Media Buy Name	csv['Media Buy Name']
Media Cost	csv['Cost']

A. Option A

B. Option B C. Option C D. Option D

Answer: A

Explanation:
To calculate Cost per Campaign Advertiser using a VLOOKUP formula, the client needs to look up the 'Cost' from Data Stream 2 based on a matching 'Media Buy Name' in Data Stream 1. Option A shows that 'Media Buy Name' is the lookup value, which is correct. The 'Campaign Advertiser' is then linked to the 'Cost' from Data Stream 2 through the VLOOKUP formula applied to the 'Media Buy Custom Attribute 01' in Data Stream 2. This setup will correctly associate the cost with the campaign advertiser.

Question: 61

What Is a disadvantage of using a Vlookup formula?

A. Can return values only from the same data stream type
B. It cannot be used more than once from the same data stream.
C. Could extend processing time of data streams.
D. It allows classifying data only on a basis of mutual entity keys.

Answer: C

Explanation:
The use of VLOOKUP formulas can increase the processing time of data streams because it requires a lookup operation for each row in the data set. When large volumes of data are involved, or when multiple VLOOKUPs are used, this can significantly impact processing time due to the complexity and computational requirements of matching and retrieving the data.

Question: 62

A client's data consists of three data sources - Facebook Ads, LinkedIn Ads and Google Campaign Manager.
Notes:
* The client is planning on adding an additional 100 Facebook Ads data streams and 50 more LinkedIn Ads data streams.
* The final volume of data in the workspace will be 5M rows
* Each data source has a naming convention and it can be assumed that any additional profile (i.e.
Data Stream) from one of these sources will follow the same naming convention.
The client provided the following sample files:
Facebook Ads:

Day	Media Buy Key	Media Buy Name	Media Buy Type	Social App ImtalH
1 Apr 20	111	MBN.FBJsrael	TypeA	3
1 Apr 20	222	MBN_FB_France	TypeB	6
1 Apr-20	333	MBN_FB_Greece	TypeC	2

LinkedIn Ads:

Day	Media Buy Key	Media Buy Name	Media Buy Type	Social Actum
1 Apr-20	444	MBNJJ.Denmark	TypeD	5

1 Apr 20	555 MBNJJJhailand	TypeE	1
1 Apr 20	666 MBNJJJndia	TypeF	a

Day	Media Buy Key	Creative Key	Creative Format	Creative Category	Impressions
1-Apr-20	777	CC_CRK_1	TypeA	Cat_1	48
1-Apr-20	777	CC_CRK_2	TypeB	Cat_2	42
1-Apr-20	777	CC_CRK_3	TypeC	Cat_3	18
1-Apr-20	777	CC_CRK_4	TypeD	Cat_4	39
1-Apr-20	777	CC_CRK_5	TypeE	Cat_5	13

The client would like to create a new harmonization field named "Market," which will only be coming from Facebook Ads and LinkedIn Ads. The logic for "Market" is the following:

IF Media Buy Type is equal to "TypeB" or "TypeC" or "TypeD"

Return 'Europe'

ELSE

Return 'Rest Of The World'

In order to create the harmonization field Market, the client considers using either Mapping Formula, Calculated Dimension, VLOOKUP or Patterns.

Considering maintenance and scalability, which option is recommended?

A. Mapping Formulas
B. Calculated Dimension
C. Patterns
D. vLookuP

Answer: C

Explanation:

Patterns are the best approach in this scenario because:

Scalability: Patterns are highly scalable and can easily handle the addition of 100 more Facebook Ads and 50 more LinkedIn Ads streams. You can define pattern-matching rules that automatically apply to new data streams based on the naming conventions.

Flexibility and Maintenance: Patterns allow you to maintain and adjust logic easily. Since the logic for determining "Market" is based on a defined naming convention (e.g., Media Buy Type), Patterns can handle these rules effectively without requiring manual updates or static tables.

Efficient Harmonization: Patterns automatically classify data based on defined rules, reducing the need for ongoing manual maintenance compared to approaches like VLOOKUP or Mapping Formulas, which might require frequent updates as data changes.

Why not other options?

Mapping Formulas: While Mapping Formulas work well for static mappings, they are not as scalable or maintainable when the dataset grows or changes frequently.

Calculated Dimension: This option is valid for simple logic but is less maintainable for large-scale datasets, especially when new data streams are added.

VLOOKUP: This method is manual and not scalable. It would require you to update lookup tables for each new data stream, which is inefficient given the expected growth of the data.

Question: 63

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

Via the harmonization Center, the Client has created Patterns and applied a classification rule using source 2. While performing QA, you have spotted that the final value of clicks for Product Group Ais 10, where it should've been i5.

Product Group	Sign ups	Clicks
A	30	

How can an implementation engineer fix this discrepancy?

A. Uncheck the "Case Sensitive" checkbox in the data classification
B. Leave the "Case Sensitive" checkbox in the data classification unchecked
C. Toggle the 'Structure Compliant' OFF.
D. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.

Answer: A

Explanation:
Case Sensitivity Issue:
The discrepancy in the "Clicks" value for Product Group A (10 instead of 15) likely arises from a mismatch caused by case sensitivity in the classification rules. If some data entries use different capitalization (e.g., "Product Group A" vs. "product group a"), the system might treat them as distinct

entries, leading to incorrect aggregations.

Solution:
By unchecking the "Case Sensitive" checkbox, the harmonization process will treat entries with different capitalization as the same value. This ensures consistent classification and resolves discrepancies in aggregated metrics like "Clicks."