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Exam Code: Marketing Cloud Intelligence

Exam Name: Marketing Cloud Intelligence Accredited Professional

Exam A

QUESTION 1
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

Correct Answer: A, B, E
Section:

QUESTION 2
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
LinkedIn 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)

Correct Answer: A, B, D
Section:

QUESTION 3
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 "/" 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

Correct Answer: D
Section:

QUESTION 4
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 value 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

Correct Answer: D
Section:

QUESTION 5
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_key	Page Views
Key1	Email	Email_6783	50
Key1	Organic	Organic_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.

Correct Answer: A
Section:

QUESTION 6
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

Correct Answer: B, D, E
Section:

QUESTION 7
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

Correct Answer: A
Section:

QUESTION 8
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

Correct Answer: A, C
Section:

QUESTION 9
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

Correct Answer: B
Section:

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 Confirmed Interest stage?

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

Correct Answer: C
Section:

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 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

Correct Answer: C
Section:

QUESTION 12
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	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 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	Media Buy Key	Media Buy Name	Color	In view Impressions
02/02/2021	MBK1	Name1	Red	25
02/02/2021	MBK2	Name2	White	15
02/02/2021	MBK3	Name3	White	50

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.

Correct Answer: D
Section:

QUESTION 13
An implementation engineer has been asked by a client for assistance with the following problem:
The below dataset was ingested:

Day	Campaign Key	Campaign Category	Clicks
02/02/2021	Camp A	Type1	2
03/02/2021	Camp B	Type1	6
04/02/2021	Camp C	Type3	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

Correct Answer: C
Section:

QUESTION 14
An implementation engineer has been provided with the below dataset:

Date	Media Buy Key	Cost	Clicks	CPC
01/01/2021	Key 1	30	3	10
01/01/2021	Key 2	1	5	0.2
01/01/2021	Key 3	2	4	0.1
01/01/2021	Key 4	2	8	3

*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.

Correct Answer: A
Section:

QUESTION 15
A client would like to integrate the following two sources:
Google Campaign Manager:

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

IAS:

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

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

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

Correct Answer: A
Section:

QUESTION 16
A client has integrated the following files:
File A:

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

File B:

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

The client would like to link the two files in order to view the two KPIs ('Tasks Completed' and 'Tasks Assigned) alongside 'Employee Name' and/or 'Squad'.
The client set the following properties:
+ File 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)

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

B)

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

C)

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

D)

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

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

Correct Answer: B
Section:

QUESTION 17
The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

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

The mapping is as follows:
Day --- Day
Web_site_source --- Main Generic Entity Attribute 01
Page Views --- Generic Metric 1
*Note that 'web_site_key' and 'web_site_name' are NOT mapped.
How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

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

Correct Answer: A
Section:

QUESTION 18
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

Correct Answer: B
Section:

QUESTION 19
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

Correct Answer: A
Section:

QUESTION 20
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

Correct Answer: A
Section:

QUESTION 21
A technical architect is provided with the logic and Opportunity file shown below:
The opportunity status logic is as follows:
For the opportunity stages ''Interest'', ''Confirmed Interest'' and ''Registered'', the status should be ''Open''.
For the opportunity stage ''Closed'', the opportunity status should be closed
Otherwise, return null for the opportunity status

Oppportunity File		
Day	**Opportunity Key**	**Opportunity Stage**
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:
''Day'' --- Standard ''Day'' field
''Opportunity Key'' > Main Generic Entity Key
''Opportunity Stage'' --- 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

Correct Answer: D
Section:

QUESTION 22
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

Correct Answer: A
Section:

QUESTION 23
Which option will yield the desired result:?

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

Correct Answer: D
Section:

QUESTION 24
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

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

Correct Answer: D
Section:

QUESTION 25
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.

Correct Answer: A, D

Section:

QUESTION 26
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

Correct Answer: D
Section: