PASS QUESTION

QUESTION & ANSWER
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Exam : **Marketing cloud intelligence**

Title : Marketing Cloud Intelligence
Accredited Professional
Exam

Version : DEMO

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

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

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

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
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)
Answer: A, B, D

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 "/" 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: D