



**Free Questions for Marketing-Cloud-Intelligence by
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Question 1

Question Type: MultipleChoice

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	<p>IF 'Web analytics site source' contains Google: Extract 'Campaign Name' Delimiter " " Position 1</p> <p>IF 'Web analytics site source' contains LinkedIn: Extract 'Campaign Name' Delimiter " " Position 2</p> <p>IF 'Web analytics site source' contains AdRoll: Extract 'Campaign Name' Delimiter " " Position 3</p>

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

Options:

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 LinkedIn 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:

D

Question 2

Question Type: MultipleChoice

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

Options:

- 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:

B, D

Question 3

Question Type: MultipleChoice

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

Options:

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

Answer:

A

Question 4

Question Type: MultipleChoice

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

Options:

- A- Every data stream type includes the Media 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

Question 5

Question Type: MultipleChoice

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?

Options:

- 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

Question 6

Question Type: MultipleChoice

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?

Options:

- 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

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