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Shared by Valenzuela on 22-04-2024

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Question 1

What Is a disadvantage of using a Vlookup formula?

Options:

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

Question 2

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		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv["Media Buy Name"]	Date	csv["Day"]
Campaign Key	csv[Campaign Key"]	Media Buy Name	csv["Media Buy Name"]
Campaign Advertiser	csv[Campaign Advertiser"]	Campaign Custom Attribute	Vlookup(csv["Media Buy Name"],[ ],[ ],[Data Stream 1"])

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'],[ ],[ ],...,['Data Stream 1'])		
Media Cost	csv['Cost']		

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'],[ ],[ ],...,['Data Stream 1'])		
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'])			

Data Stream 2

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

Options:

A- Option A

B- Option B

C- Option C

D- Option D

Answer:

B

Question 3

Question Type: MultipleChoice

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?

Options:

A- Interest & Registered

B- Confirmed interest

C- interest

D- Confirmed Interest & Registered

Answer:

B

Question 4

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?

Options:

A- 1

B- 3

C- 2

D- 0

Answer:

D

Question 5

Question Type: **MultipleChoice**

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

Options:

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:

A, D

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

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

Options:

A- Transformers

B- Parent Chile

C- Fusion

D- Custom Classification

E- Calculated dimensions

Answer:

D

Question 7

A client Ingested the following We into Marketing Cloud Intelligence:

Date	Media Buy Key	Campaign Name	Campaign Group	Clicks	Media Cost	Campaign Planned Clicks
01/01/2021	MBK1	Campaign AAA	CampaignGroupAB	544	46	2000
01/01/2021	MBK4	Campaign BBB	CampaignGroupAB	760	15	1500
01/01/2021	MBK2	Campaign AAA	CampaignGroupAB	494	63	2000
01/01/2021	MBK3	Campaign AAA	CampaignGroupAB	527	56	2000
01/01/2021	MBK5	Campaign CCC	CampaignGroupCD	240	18	1300
01/01/2021	MBK7	Campaign DDO	CampaignGroupCD	58	84	1000
01/01/2021	MBK6	Campaign CCC	CampaignGroupCD	564	10	1300

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	Within the mapping, 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 to AVG	Campaign Planned Clicks 2	--	--	--
Option3	--	Campaign Planned Click 3	Media Buy Key	MAX	[Campaign Planned Click]
Option 4	--	Campaign Planned Click 4	Media Buy Key	MIN	[Campaign Planned Click]
Option 5	--	Campaign Planned Click 5	Campaign Key	AVG	[Campaign Planned Click]

Which two options will yield a false result:

Options:

A- Option 2

B- Option 5

C- Option 3

D- Option 4

E- Option 1

Answer:

B, E

Question 8

Which option will yield the desired result:?

Options:

A- Option 1

B- Option 4

C- Option 2

D- Option 3

Answer:

D

Question 9

Question Type: MultipleChoice

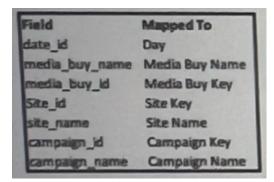Client has provided sample flies of their data from the following data sources:

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_JT	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?

Options:

A- 4

B- 8

C- 3

D- Depends on the Data Updates Permissions

Answer:

Question 10

Question Type: MultipleChoice

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

Options:

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