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Shared by Fernandez on 09-08-2024

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Question 1

Question Type: MultipleChoice

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

Data Stream A:

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

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

- * 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?

Options:

- 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

Question 2

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

- * 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?

Options:

- 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

Question 3

Question Type: MultipleChoice

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

Data Stream A:

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

* 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?

Options:

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:

A

Question 4

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

* 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'?

Options:

A- N-A

B- 100

C- 300

D- 150

Answer:

B

Question 5

Question Type: MultipleChoice

Your client has provided sample files 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	551	10
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	25
20/02/2020	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097	30

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	1
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	5
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	2	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?

Options:

- 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:

C

Question 6

Question Type: MultipleChoice

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 &

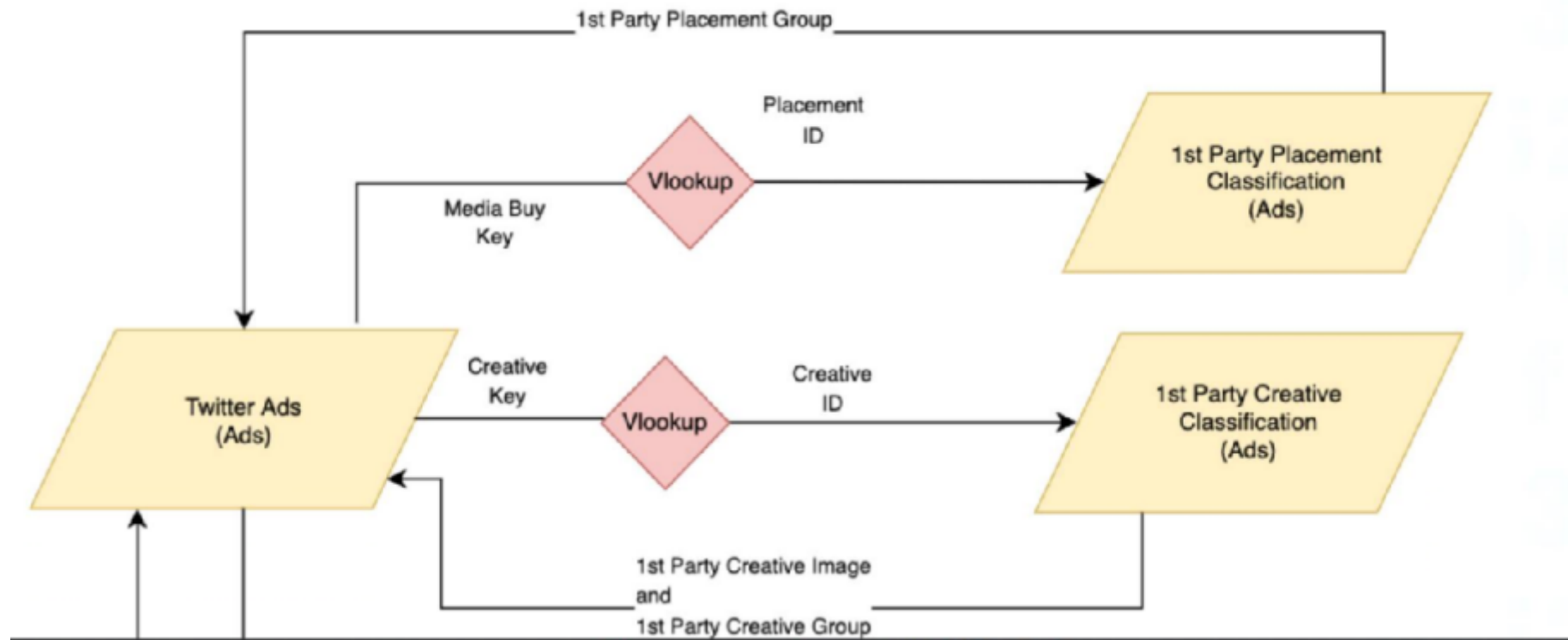
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

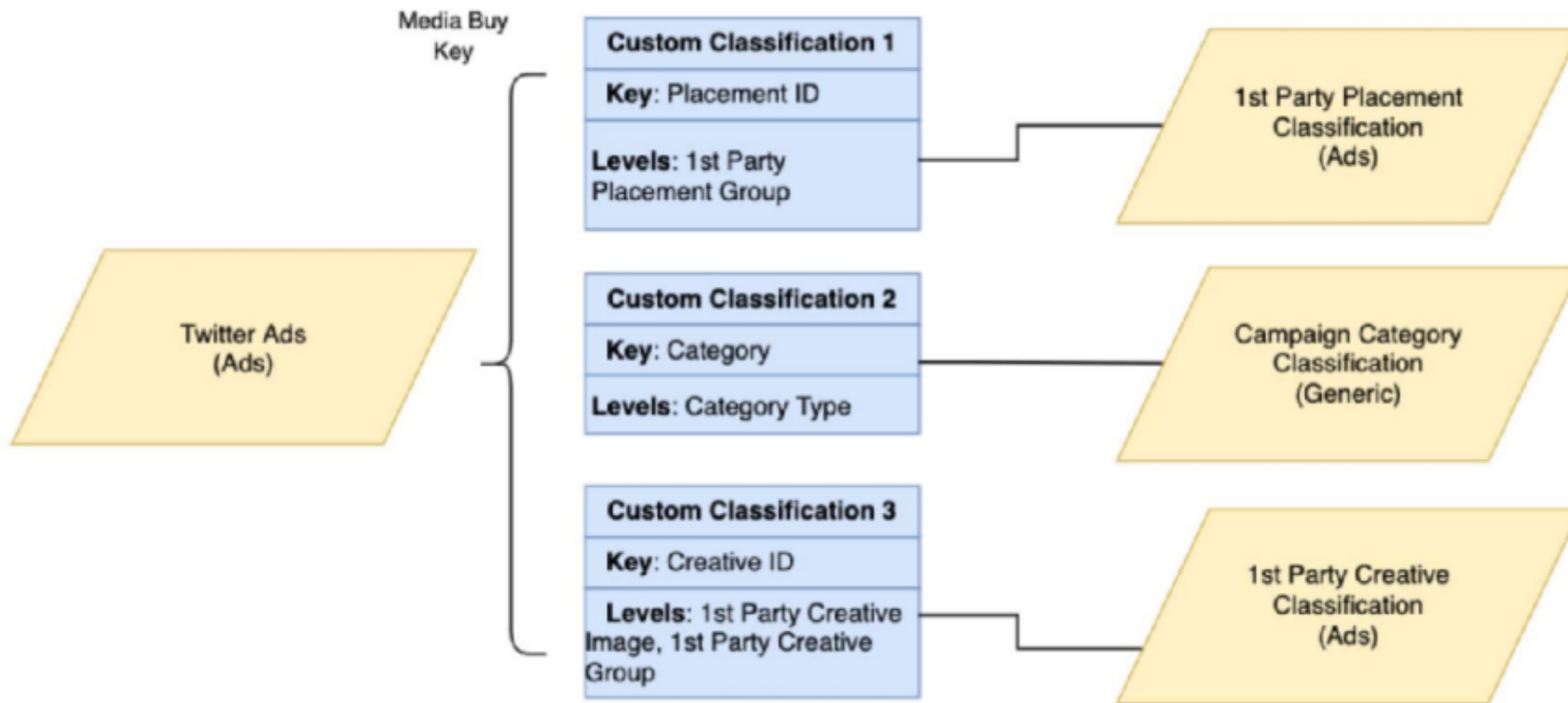
Category --- links back to Campaign Category (Twitter Ads)

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

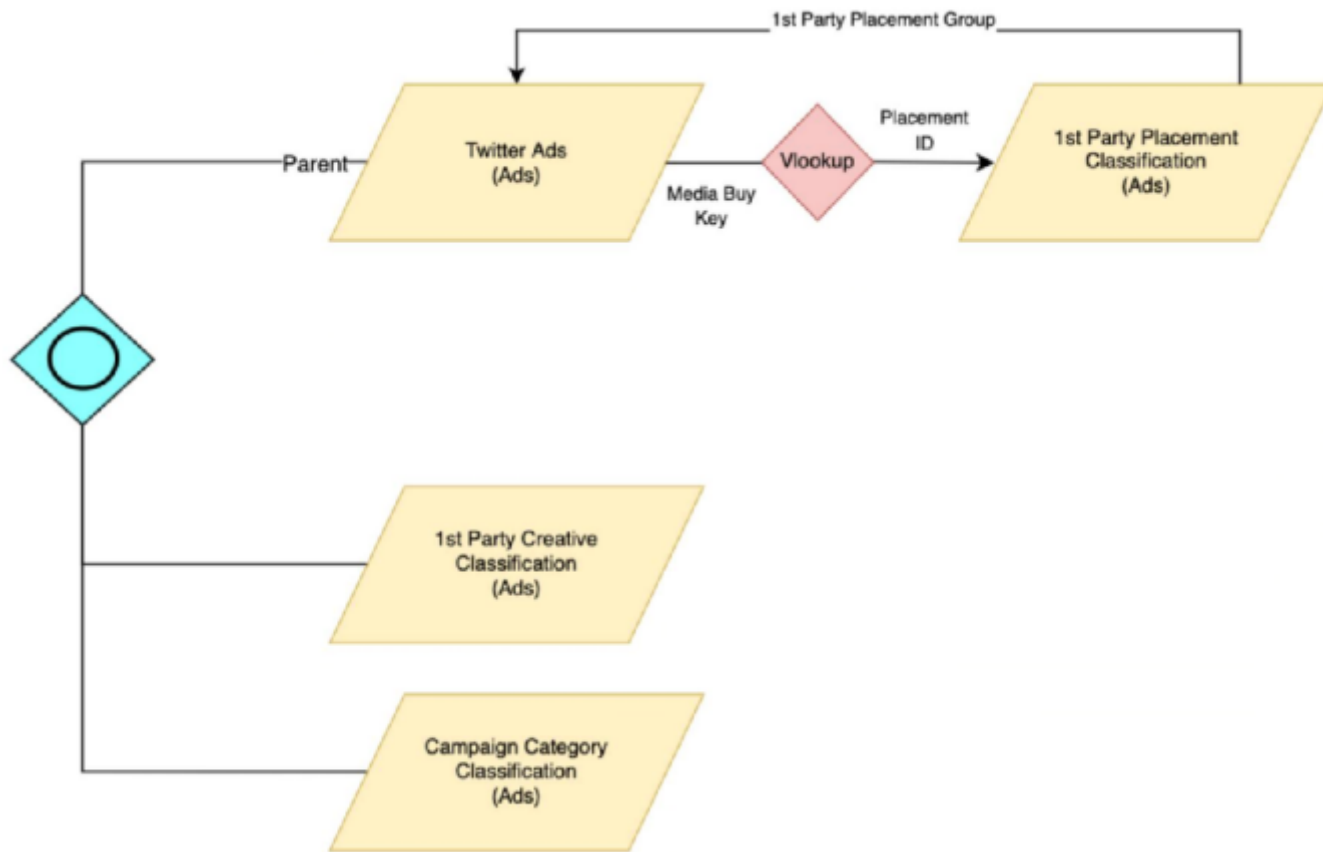
A)



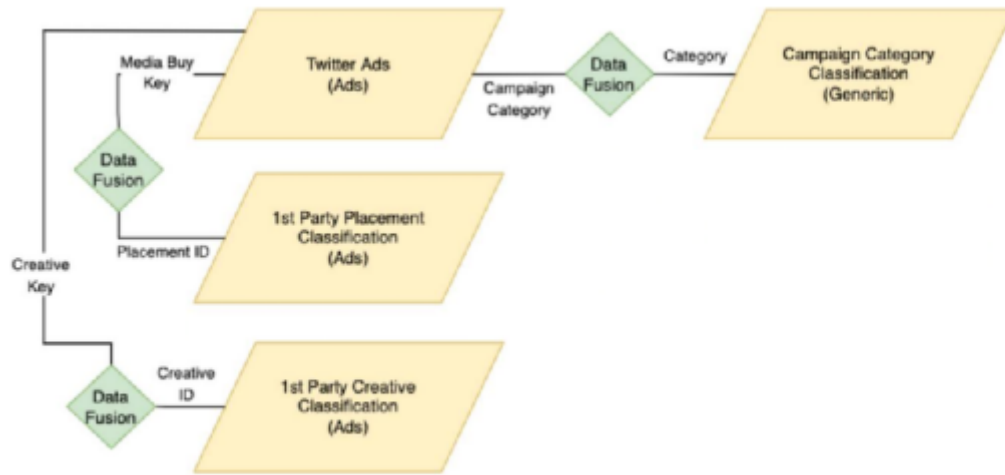
B)



C)



D)



1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

Options:

- A- Option A
- B- Option B
- C- Option C
- D- Option D

Answer:

B

Question 7

Question Type: MultipleChoice

Which two statements are correct regarding LiteConnect?

Options:

- 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:

B, D

Question 8

Question Type: MultipleChoice

Which three statements describe Overarching Entities? 03m 23s

Options:

- 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

Question 9

Question Type: MultipleChoice

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 |
|--------------------|---------------------------------|---------------------------------|

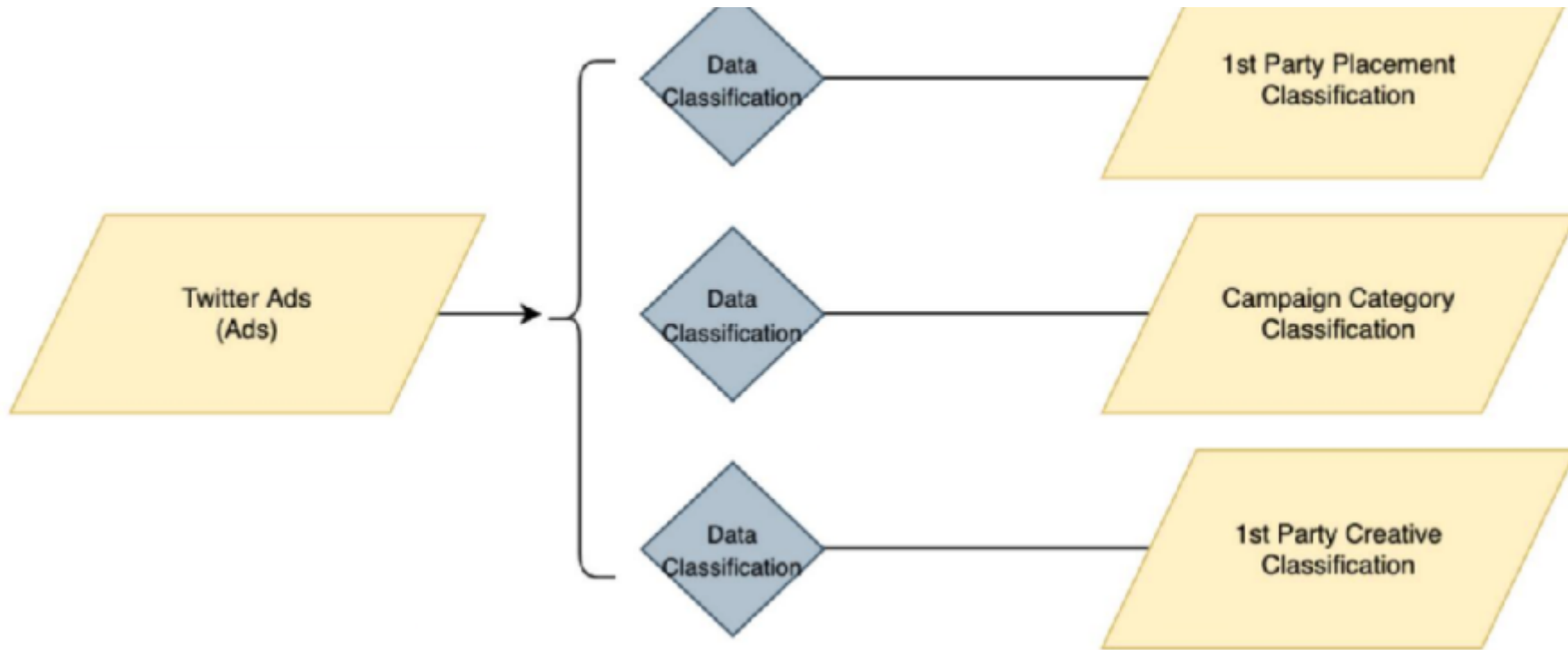
Creative ID --- links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

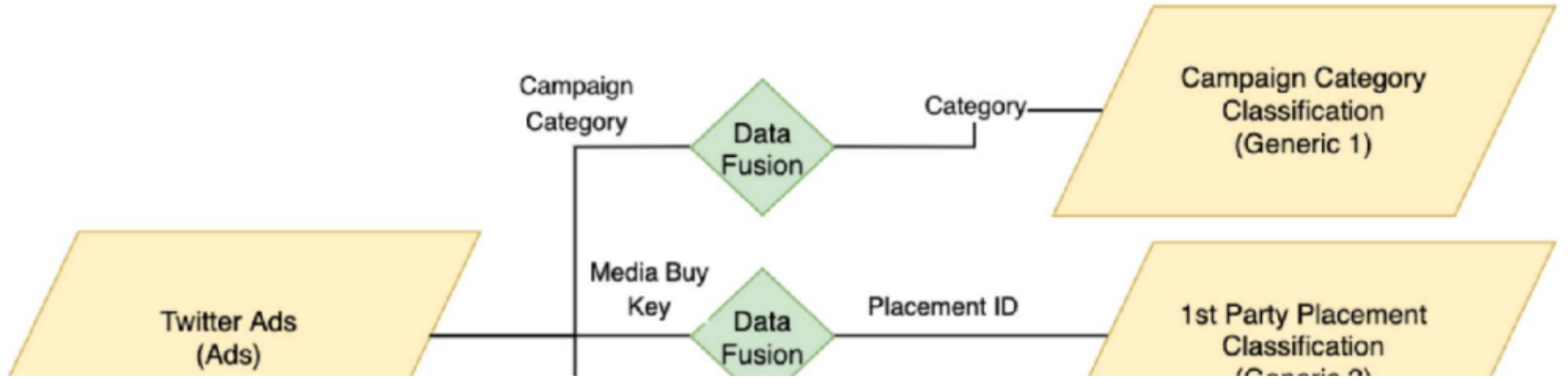
File structure/headers:

| | |
|---------------------|----------------------------------|
| Placement ID | 1st Party Placement Group |
|---------------------|----------------------------------|

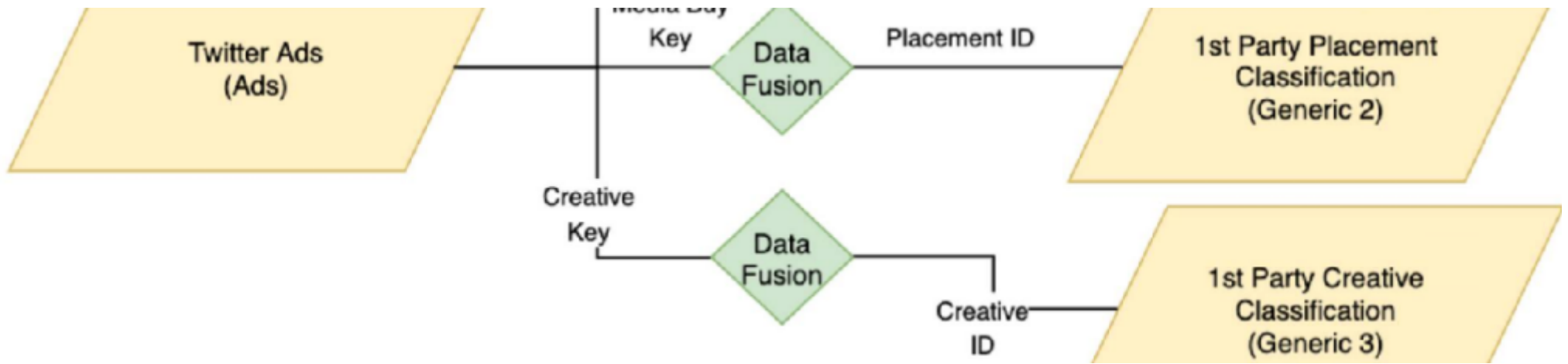
A)



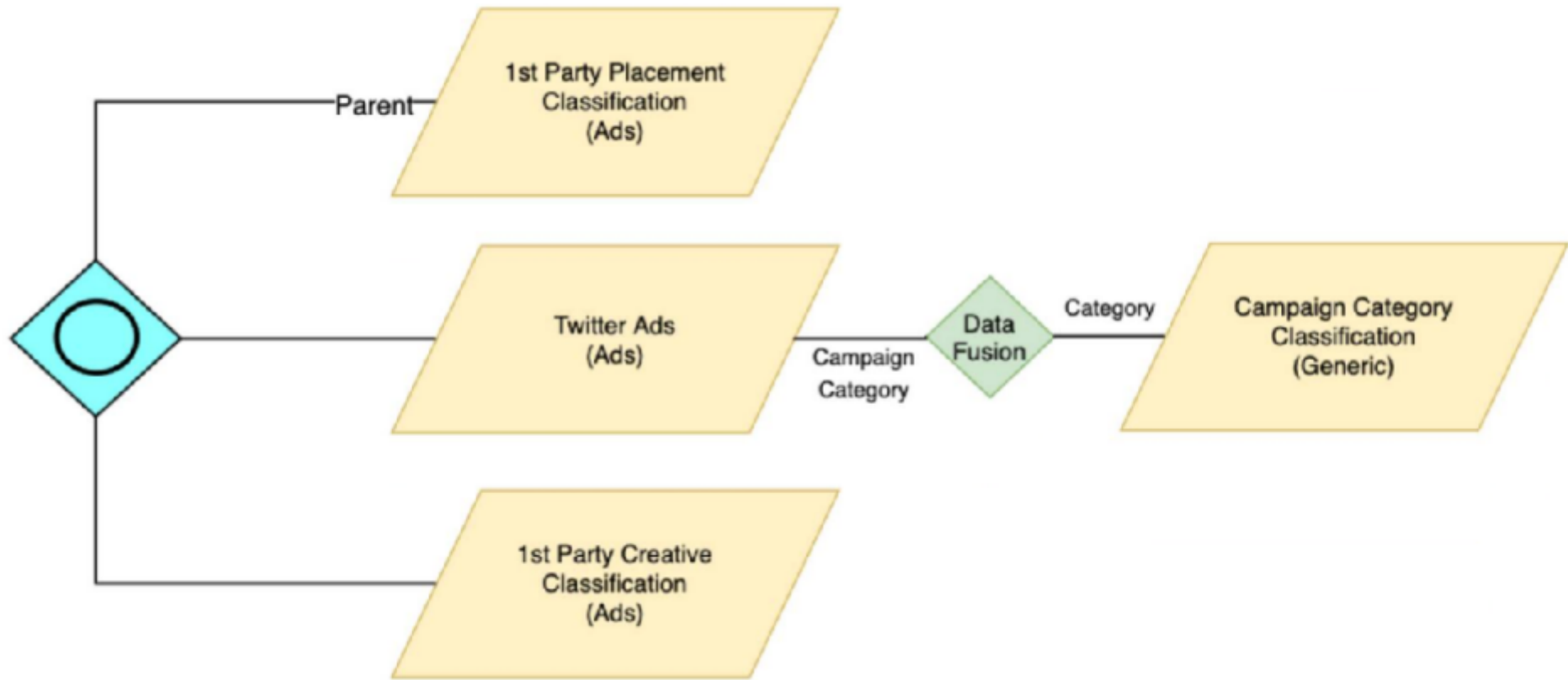
B)



C)



D)



Options:

- A- Option A
- B- Option B
- C- Option C

D- Option D

Answer:

C

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