Free Questions for Marketing-Cloud-Intelligence

Shared by James on 04-10-2024

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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	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.

The client would like to have a "Site Revenue" measurement.

This measurement should return the highest revenue value per Site, for example:

For Site Key 'SK_C_2', the "Site Revenue" should be $7.00.

When aggregated by date, the "Site Revenue" measurement should return the total sum of the results of all sites.

For example:

For the date 1 Apr 2020, "Site Revenue" should be $11.00 (sum of Site Revenue for Site Keys 'SK_C_1' ($4.00) and 'SK_C_2' ($7.00))

	calculated measurements	Site Revenue 2 FINAL	Site Key	SUM	[Site Revenue 2 MAX]
Option3	-	Site Revenue 3	Site Key	SUM	[Revenue]
Option 4	*The client adjusted the mapping of Data Stream C and changed the Aggregation Function of Revenue to MAX*	Site Revenue 4	Site Key	SUM	[Revenue]

Which options will yield the desired result;

Options:

A- Option #1 & Option #4

B- Option #1 & Option #3

C- Option #2 & Option #3

D- Option #2 & Option #4

Answer:

A

Question 2

Question Type: MultipleChoice

Which three entities and/or functions can be used in an expression when building a calculated dimension?

Options:

A- The VLOOKUP function

B- Mapped dimensions

C- The EXTRACT function

D- Calculated dimensions

E- Mapped measurements

Answer:

B, C, E

Question 3

Question Type: MultipleChoice

What are unstable measurements?

Options:

A- Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.

B- Measurements that are set with the LIFETIME aggregation function

C- Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.

D- Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.

Answer:

C

Question 4

Question Type: MultipleChoice

Your client provided the following sources:

Source 1:

Day	Media Buy Key	Media Buy Name	Clicks
01/01/2021	17782	Mulop--1290	5
01/01/2021	45120	Loni--323	5
01/01/2021	54342	Loni--4989	5
01/01/2021	90034	kobak--1290	5
01/01/2021	80536	Mulop--2381	5

Source 2:

Product	Product Group
Abi	A
Loni	A
Kobak	A
Mulop	B

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source1

The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Product Group	Clicks	Sign ups
A	15	42
B	10	15

Which two options will meet the client's requirement and enable the desired view?

Options:

A- Custom Classification: 1

Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.

Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer

Source 3: 'Product will be mapped to Custom Classification key. Came

B- Overarching Entities:

Source 1: custom classification key will be populated with the extraction of the Media Buy Name.

Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.

Source 3: 'Product' will be mapped to Product field.

C- Parent Child:

All sources will be uploaded to the same data stream type - Ads. The setup is the following:

Source 1: Media Buy Key ---- Media Buy Key, extracted product value --- Media Buy Attribute.

Source 2: Product --- Media Buy Key, Product Group ---- Media Buy Attribute.

Source 3: Product --- Media Buy Key.

D- Harmonization Center:

Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension

Answer:

A, D

Question 5

Question Type: MultipleChoice

A client provides the following three files:

File A:

Day	Media Buy Key	MB Name	Impressions
01-Mar-20	Key 1	MB_1	100
01-Mar-20	Key 2	MB_2	200
01-Mar-20	Key 3	MB_3	300

File B:

MB Name	MB New Name
MB_1	MB_New_1
MB_2	MB_New_2

File C:

Day	Media Buy New Name	MB Group	Installs
01-Mar-20	MB_New_1	Group A	10
01-Mar-20	MB_New_2	Group B	20

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

Day	Media Buy New Name	MB Name	MB Group	Installs
01-Mar-20	MB_New_1	MB_1	Group A	10
01-Mar-20	MB_New_2	MB_2	Group B	20

Which proposed solution would cause a false connection between the two files?

Options:

A- Custom classification

B- Data Classification

C- VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"

D- VLOOKUP in Data Stream C. Vlookup will return 'MB Name"

Answer:

C

Question 6

Question Type: MultipleChoice

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.

For example:

Campaign Name: AFD@Mulop-1290

Desired outcome: AFD

Other examples:

Campaign Name	Desired Outcome
ACC@Loni--323	ACC
COR@Loni--4989	COR
DRM@Kobak--1290	DRM
OLP@Mulop--2381	OLP

Which formula will return the desired values?

Options:

A- LEFT(EXTRACT(csy['campaign_name]],~',0),3)

B- EXTRACT(csv[campaign_name!;@',1)

C- EXTRACT(csv[campaign_name'],---,0)

D- EXTRACT(EXTRACT(csv['campaign_name]]/@',1),-,0)

E- LEFT(EXTRACT(csv[campaign_name'}/---',1),3)

Answer:

B

Question 7

Question Type: **MultipleChoice**

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”

When harmonizing the Objective field from within the data stream mapping, which advantage is gained?

Options:

A- Scalability

B- Ease of Setup

C- Performance (Performance when loading a dashboard page)

D- Ease of Maintenance

Answer:

A

Question 8

Question Type: MultipleChoice

Your client is interested in ingesting the below file:

Date	Meeting Code	Meeting Name	Number of Topics
01/01/2021	MT01	MT11	3
01/01/2021	MT01	MN22	5
01/01/2021	MT03	MT11	4
01/01/2021	MT04	MN22	8

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

Options:

A- 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.

B- 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.

C- 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

D- 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.
'Meeting Name' will be mapped to 'Generic Entity Key'

E- Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Answer:

A, E