

# 100% Pass Salesforce - Trustable Marketing-Cloud-Intelligence - Marketing Cloud Intelligence Accredited Professional Exam Latest Exam Format



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## Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Fusion: This topic focuses on the use cases and properties of Data Fusion, equipping marketing professionals to merge datasets effectively for comprehensive marketing insights.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• General Functionalities: In this topic, Salesforce marketing professionals will explore core functionalities of Marketing Cloud Intelligence. It measures understanding of platform features critical to data-driven marketing strategies and insights.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Data Integration Code Ability: This section evaluates proficiency with common Marketing Cloud Intelligence functions, enabling Salesforce marketing professionals to integrate diverse data sources effectively for comprehensive marketing intelligence.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• CRM: This topic tests knowledge of CRM properties and their behavior within Marketing Cloud Intelligence. This knowledge is crucial for syncing customer relationship data with marketing campaigns.</li></ul>

Topic 5	<ul style="list-style-type: none"> <li>• Mapping: Marketing professionals will focus on Marketing Cloud Intelligence ingestion capabilities, assessing knowledge of data mapping processes and outcomes critical to efficient data organization.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• Data Update Permissions: This area tests knowledge of permissions and settings related to data updates. It includes understanding parent-child setups and managing the "Source of Truth" for data accuracy.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.</li> </ul>
Topic 8	<ul style="list-style-type: none"> <li>• Harmonization Center (Patterns)</li> <li>• Data Classification</li> <li>• Validation): Salesforce marketing professionals will learn about the Harmonization Center's capabilities, including classification rules, validation lists, patterns, and harmonized dimensions to ensure data reliability.</li> </ul>
Topic 9	<ul style="list-style-type: none"> <li>• Harmonization Best Practices: Salesforce marketing professionals will analyze harmonization methods, properties, and their advantages and disadvantages, enhancing skills for optimizing data consistency across platforms.</li> </ul>

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### Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q20-Q25):

#### NEW QUESTION # 20

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?

- A. EXTRACT(EXTRACT(csv['campaign\_name']]/@',1),-0)
- B. EXTRACT(csv['campaign\_name']!/@',1)
- C. LEFT(EXTRACT(csv['campaign\_name']!/-',1),3)
- D. EXTRACT(csv['campaign\_name']!,-0)
- E. LEFT(EXTRACT(csv['campaign\_name']!,-0),3)

## Answer: B

Explanation:

The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.

The correct formula is: EXTRACT(csv['campaign\_name']; '@', 1). This will take the 'campaign\_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

## NEW QUESTION # 21

A client has integrated data from Facebook Ads. Twitter ads, and Google ads in marketing Cloud intelligence. For each data source, the source, the data follows a naming conventions as ...

Facebook Ads Naming Convention - Campaign Name:

CampID\_CampName#Market\_Object#object#targetAge\_TargetGender

Twitter Ads Naming Convention- Media Buy Name

MarketTargeAgeObjectiveOrderID

Google ads Naming Convention-Media Buy Name:

Buying\_type\_Market\_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization Center. Given the above information, which statement is correct regarding the ability to implement this request?  
wet Me - Given the above information, which statement i's Correct regarding the ability to implement this request?

- A. The client will be able to do this and it will require building three patterns.
- B. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- C. The client Wi-Fi be able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains many delimiters.
- D. it is not possible to do this, as the naming conventions are different

## Answer: A

Explanation:

Despite the different naming conventions, harmonization is possible using patterns in the Harmonization Center. By extracting the 'Market' and 'Objective' components from the naming conventions of each platform, three separate patterns would be created to map these common fields consistently across the data from Facebook Ads, Twitter Ads, and Google Ads.

## NEW QUESTION # 22

Your client is interested in ingested the below file to a new generic data stream type:

Date	Meeting Code	Room Number	Number of Topics
01/01/2021	MT01	32	3
01/01/2021	MT01	12	5
01/01/2021	MT03	8	4
01/01/2021	salesforce	64	8

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. A separate entity key
- B. A custom metric and set aggregation to SUM
- C. An attribute of 'Meeting Code'
- D. A custom metric and set aggregation to AUTO

## Answer: C

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

### NEW QUESTION # 23

An implementation engineer is requested to integrate the following files:

File A:

date	employee_id	employee_name	tasks_completed
01/08/2019	emp_1	Jon Stons	3
01/08/2019	emp_2		2
01/08/2019	emp_3	Jon Bones	4

File B:

date	employee_id	employee_name	squad	salesforce	tasks_assigned
15/08/2019	emp_1	Jon Stons	Sales		10
15/08/2019	emp_2	Jon Jones	R&D		15
15/08/2019	emp_3	Jon Bones	Support		13

The client would like to link the two files in order to view the two KPIs (Tasks Completed' and 'tasks Assigned') alongside 'Employee Name' and/or 'Squad'.

A Parent-Child configuration was set between the two.

Which two statements are correct?

- A. The join can be successful even if "empjd" isn't mapped and employee.name' is mapped to the same entity name in both data streams
- B. The two files cannot be joined as they hold different dates
- C. Any one of the files can potentially be set as the Parent data stream
- D. The two files cannot be Joined as they hold different measurements
- E. The two files were uploaded to a different Generic type

**Answer: A,C**

Explanation:

In Marketing Cloud Intelligence, joining two files requires a common field to be mapped as the same entity. If "employee\_name" is consistently mapped across both data streams, it can serve as the basis for the join, regardless of whether "employee\_id" is mapped. The choice of which file serves as the Parent stream depends on the use case and the desired reporting structure, but technically, either could serve as the Parent.

### NEW QUESTION # 24

Your client is interested in ingested the below file to a new generic data stream type:

Date	Meeting Code	Room Number	Number of Guests
01/01/2021	MT01	12	10
01/01/2021	MT01	12	15
01/01/2021	MT03	8	4
01/01/2021	MT04	44	9

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. A separate entity key
- B. A custom metric and set aggregation to SUM
- C. An attribute of 'Meeting Code'
- D. A custom metric and set aggregation to AUTO

**Answer: C**

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

### NEW QUESTION # 25

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