

# Exact Inside Certification Marketing-Cloud-Intelligence Exam Questions and Answers

	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

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

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none"> <li>Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.</li> </ul>
Topic 4	<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 5	<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>
Topic 6	<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 7	<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 8	<ul style="list-style-type: none"> <li>Vlookup: This section evaluates proficiency of marketing professionals in Vlookup statements and their properties, ensuring accurate data referencing and streamlined data manipulation for marketing intelligence tasks.</li> </ul>
Topic 9	<ul style="list-style-type: none"> <li>Calculated Dimensions &amp; Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.</li> </ul>

## Marketing-Cloud-Intelligence Exam Dumps.zip & New Marketing-Cloud-Intelligence Test Questions

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### Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q61-Q66):

**NEW QUESTION # 61**

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?

- A. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
- B. The above Patterns setup will not work for this use case.
- **C. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution**
- D. The solution will work - the client will be able to view Exam Topic with Email Sends.

**Answer: C**

Explanation:

If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two

harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

#### NEW QUESTION # 62

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.

Opportunity 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 Jan 7th - 10th. How many different stages are presented in the table?

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: C**

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages.

Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

#### NEW QUESTION # 63

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?

- A. Interest & Registered
- B. Confirmed Interest & Registered
- C. Registered
- D. Interest
- E. Confirmed Interest

**Answer: A**

Explanation:

Analyzing the Opportunity file with a filter set from January 7th to 11th, Opportunity Key '123AA01' appears under 'Interest' on January 6th and 8th, and under 'Registered' on January 10th. Therefore, during the specified date range, Opportunity Key '123AA01' is associated with both 'Interest' and 'Registered' stages. Salesforce Marketing Cloud Intelligence provides the capability to map and track opportunity stages over time, allowing for historical stage tracking and reporting. This answer aligns with the ability to use pivot tables to filter and display data by specific attributes and timeframes, as outlined in the Salesforce Marketing Cloud Intelligence documentation.

**NEW QUESTION # 64**

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?

- A. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.  
'Meeting Name' will be mapped to 'Generic Entity Key'
- B. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.  
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- C. 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'.
- D. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.  
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.  
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.

**Answer: C,E**

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

\* 'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

\* 'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

\* Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'.

This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

\* Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

## NEW QUESTION # 65

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?

- A. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- B. Unmap 'Cost' in Google Campaign Manager
- C. Unmap 'Cost' in Google DV360
- D. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360

**Answer: B**

Explanation:

To set Google DV360 as the source of truth for cost:

The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.

Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager. Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming

