

[2025] Salesforce Marketing-Cloud-Intelligence Questions: Tips to Get Results Effortlessly



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>> Marketing-Cloud-Intelligence Exam Answers <<

High Pass Rate Marketing-Cloud-Intelligence Exam Questions Convey All Important Information of Marketing-Cloud-Intelligence Exam

Exam4Tests alerts you that the syllabus of the Marketing Cloud Intelligence Accredited Professional Exam (Marketing-Cloud-Intelligence) certification exam changes from time to time. Therefore, keep checking the fresh updates released by the Salesforce. It will save you from the unnecessary mental hassle of wasting your valuable money and time. Exam4Tests announces another remarkable feature to its users by giving them the Salesforce Marketing-Cloud-Intelligence Dumps updates until 1 year after purchasing the Salesforce Marketing-Cloud-Intelligence certification exam pdf questions.

Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.

Topic 2	<ul style="list-style-type: none"> 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.
Topic 3	<ul style="list-style-type: none"> 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.
Topic 4	<ul style="list-style-type: none"> Calculated Dimensions & Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.
Topic 5	<ul style="list-style-type: none"> 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.
Topic 6	<ul style="list-style-type: none"> QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.
Topic 7	<ul style="list-style-type: none"> Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 8	<ul style="list-style-type: none"> Harmonization Best Practices: Salesforce marketing professionals will analyze harmonization methods, properties, and their advantages and disadvantages, enhancing skills for optimizing data consistency across platforms.
Topic 9	<ul style="list-style-type: none"> Mapping: Marketing professionals will focus on Marketing Cloud Intelligence ingestion capabilities, assessing knowledge of data mapping processes and outcomes critical to efficient data organization.
Topic 10	<ul style="list-style-type: none"> 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.
Topic 11	<ul style="list-style-type: none"> 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.
Topic 12	<ul style="list-style-type: none"> 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.
Topic 13	<ul style="list-style-type: none"> Harmonization Center (Patterns) Data Classification 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.

Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q59-Q64):

NEW QUESTION # 59

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. LEFT(EXTRACT(csv[campaign_name']/-',1),3)
- B. EXTRACT(EXTRACT(csv['campaign_name']]/@',1),-,0)
- C. LEFT(EXTRACT(csv['campaign_name']],~,0),3)
- D. EXTRACT(csv[campaign_name'],-,0)
- E. EXTRACT(csv[campaign_name!;@',1)

Answer: E

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 # 60

A client has integrated 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	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'.

The client set the following properties:

+ File A is set as the Parent data stream

* Both files were uploaded to a generic data stream type.

* Override Media Buy Hierarchies is checked for file A.

* The 'Data Updates Permissions' set for file B is 'Update Attributes and Hierarchy'.

When filtering on the entire date range (1-30/8), and querying employee ID, Name and Squad with the two measurements - what will the result look like?

- A.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	-
emp_2			2	15
emp_3	Jon Bones		4	-
- B.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	10
emp_2	Jon Jones		2	15
emp_3	Jon Bones		4	13
- C.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2		R&D	2	15
emp_3	Jon Bones	Support		13
- D.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2		R&D	2	15
emp_3	Jon Bones	Support		13

Answer: D

Explanation:

In Marketing Cloud Intelligence, when linking two data streams, the parent data stream (File A) provides the main structure. Since 'Override Media Buy Hierarchies' is checked for File A, the hierarchies from File B will be aligned with File A. Given 'Data Updates Permissions' set for file B as 'Update Attributes and Hierarchy', this means that attributes and hierarchy will be updated in the parent file based on the child file (File B), but the child file's metrics won't be associated with the parent file's date.

Hence, when filtering on the entire date range (1-30/8), the resulting view will align with the structure of the parent data stream, showing the KPIs ('Tasks Completed' from File A and 'Tasks Assigned' from File B) alongside the employee names and squads from the respective files. Since the employee IDs align, the data can be linked properly. However, since the dates do not align (File A data is from 01/08/2019 and File B from 15/08/2019), only attributes from File B will be updated without date association.

The result will look like Option C, where the employee names are corrected based on File B's data, the squads are added from File B, and the tasks_completed and tasks_assigned are displayed from their respective files. The tasks_assigned from File B are shown without date association as File B's date doesn't match with File A's.

NEW QUESTION # 61

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 assume that the file is mapped in the OPPORTUNITIES Data Stream type with the following mapping:

"Day" - "Created Date"

"Opportunity Key" + Opportunity Key

"Opportunity Stage" - Opportunity Stage

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 11th. What is the number of opportunities in the Confirmed Interest stage?

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

Answer: C

Explanation:

pivot table is filtered on January 11th, we refer to the Opportunity file and see that there are no records for January 11th. Thus, there would be zero opportunities in the Confirmed Interest stage on that date. The Salesforce Marketing Cloud Intelligence's pivot table feature allows for the display of counts of entities based on the filtered criteria, which in this scenario would show zero since no records exist for the filtered date.

Reference: Salesforce Marketing Cloud Intelligence documentation on pivot table functionalities.

NEW QUESTION # 62

A client Ingested the following file 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 CCC	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	-	-	-
Option 3	-	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:

- A. Option 1
- B. Option 4
- C. Option 5
- D. Option 3
- E. Option 2

Answer: A,C

Explanation:

The goal is to obtain a "Campaign Planned Clicks" value per Campaign, not accumulated by Media Buy keys.

Option 1 (SUM aggregation function) would sum all the "Campaign Planned Clicks" across Media Buy keys which would not yield the unique value per Campaign. Similarly, Option 5 (AVG aggregation function at Campaign Key level) would incorrectly average the values. Both options do not provide a way to return a singular "Campaign Planned Clicks" value for each Campaign.

NEW QUESTION # 63

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	\$ 1

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

- A. Inherit Attributes and Hierarchies
- B. Update Attributes
- 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: A

Explanation:

For the client's data consisting of three data streams, setting Data Stream A as the Parent allows for inheriting attributes and hierarchies from it to the child data streams. This ensures consistency across the data streams, making it possible to analyze the data collectively, using the structure and attributes defined in the Parent data stream.

NEW QUESTION # 64

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