

# Training Marketing-Cloud-Intelligence Online | New Marketing-Cloud-Intelligence Study Notes



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

Topic	Details
Topic 1	<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 2	<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>
Topic 3	<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 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>• 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>• 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 7	<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 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>• 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 10	<ul style="list-style-type: none"> <li>• <b>Data Integration Code Ability:</b> 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 11	<ul style="list-style-type: none"> <li>• <b>Harmonization Center (Patterns</b></li> <li>• <b>Data Classification</b></li> <li>• <b>Validation):</b> 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>

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## High Quality Marketing-Cloud-Intelligence Prep Guide Dump is Most Valid Marketing-Cloud-Intelligence Certification Materials

The Salesforce Marketing-Cloud-Intelligence online practice test engine that comes with the Marketing Cloud Intelligence Accredited Professional Exam (Marketing-Cloud-Intelligence) exam questions from ActualTestsQuiz assists you in simulating the real Marketing Cloud Intelligence Accredited Professional Exam (Marketing-Cloud-Intelligence) exams. This is excellent for familiarizing yourself with the Marketing Cloud Intelligence Accredited Professional Exam and learning what to anticipate on test day. You can also use the Salesforce Practice Test (Links to an external site.) engine to monitor your progress and review your answers to see where you need to improve for the Marketing Cloud Intelligence Accredited Professional Exam (Marketing-Cloud-Intelligence) exam.

## Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q23-Q28):

### NEW QUESTION # 23

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?

- A. Performance (Performance when loading a dashboard page)
- B. Scalability
- C. Ease of Setup
- **D. Ease of Maintenance**

**Answer: D**

Explanation:

By harmonizing the Objective field within data stream mapping, an organization can benefit from:

Ease of Maintenance: Harmonization allows for consistent naming conventions across different data sources and streams. This means when business logic or naming conventions change, updates can be made in one place and consistently applied across all data streams. It also reduces the complexity of managing multiple streams and ensures data consistency, which is vital for accurate reporting and analysis.

#### NEW QUESTION # 24

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A. Ease of setup
- **B. Performance**
- C. Scalability
- D. Ease of maintenance

**Answer: B**

Explanation:

In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

#### NEW QUESTION # 25

What are unstable measurements?

- **A. Measurements for which Aggregation Settings are set as 'Not 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 'Not Empty'.
- D. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.

**Answer: A**

Explanation:

Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.

\* Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

#### NEW QUESTION # 26

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"

What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

- A. Performance (Performance when loading a dashboard page)
- B. Processing (processing time when loading relevant data streams)
- C. Scalability
- D. Use of code
- E. Ease of Maintenance

Answer: A,C,E

Explanation:

Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:

- \* Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.
- \* Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.
- \* Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

### NEW QUESTION # 27

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_3	SN_C_3	\$	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?

- A. Data Stream B
- B. Data Stream A
- **C. Data Stream C**
- D. Any of the data streams can technically be the parent

**Answer: C**

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

## NEW QUESTION # 28

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As the talent competition increases in the labor market, it has become an accepted fact that the Marketing-Cloud-Intelligence certification has become an essential part for a lot of people, especial these people who are looking for a good job, because the certification can help more and more people receive the renewed attention from the leader of many big companies. So it is very important for a lot of people to gain the Marketing-Cloud-Intelligence certification. We must pay more attention to the certification and try our best to gain the Marketing-Cloud-Intelligence Certification. First of all, you are bound to choose the best and most suitable study materials for yourself to help you prepare for your exam. Now we would like to introduce the Marketing-Cloud-Intelligence certification guide from our company to you. We sincerely hope that our study materials will help you through problems in a short time.

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