

# Pass Guaranteed 2026 Professional Salesforce New Marketing-Cloud-Intelligence Exam Preparation



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It is very necessary for a lot of people to attach high importance to the Marketing-Cloud-Intelligence exam. It is also known to us that passing the exam is not an easy thing for many people, so a good study method is very important for a lot of people, in addition, a suitable study tool is equally important, because the good and suitable Marketing-Cloud-Intelligence reference guide can help people pass the exam in a relaxed state. We are glad to introduce the Marketing-Cloud-Intelligence certification study guide materials from our company to you. We believe our Marketing-Cloud-Intelligence study materials will be very useful and helpful for you to pass the Marketing-Cloud-Intelligence exam.

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

Topic	Details
Topic 1	<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 2	<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 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>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 5	<ul style="list-style-type: none"> <li>• <b>Data Update Permissions:</b> 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 6	<ul style="list-style-type: none"> <li>• <b>Data Model:</b> In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• <b>Vlookup:</b> 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 8	<ul style="list-style-type: none"> <li>• <b>General Functionalities:</b> 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 9	<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>

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## Marketing-Cloud-Intelligence Relevant Questions & Valid Marketing-Cloud-Intelligence Test Preparation

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### Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q52-Q57):

#### NEW QUESTION # 52

Which two statements are correct regarding variable Dimensions in marketing Cloud intelligence's data model?

- A. All variables exist in every data set type, hence are considered as overarching dimensions
- **B. Variable Dimensions hold a Many-to-Many relationship with its main entity**
- **C. These dimensions are stored at the workspace level**
- D. These are stand alone dimensions that pertain to the data set itself rather than to a specific entity

**Answer: B,C**

Explanation:

Variable dimensions in Marketing Cloud Intelligence's data model are flexible and can be associated with multiple entities, forming a many-to-many relationship. These dimensions are configured and stored at the workspace level, allowing for customization and alignment with specific reporting needs and analytics practices.

#### NEW QUESTION # 53

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	Jon Jones	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	10
emp_2	Jon Jones		2	15
emp_3	Jon Bones		4	13
- B. 

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

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

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bones	Support	4	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 # 54

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

**Answer: B,C**

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 # 55

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

Data Source Name	Linkedin Ads	AdRoll	Google Analytics
Offer	Extract 'Campaign Name' Delimiter "_" Position 6	Extract 'Media Buy Name' Delimiter "_" Position 6	IF 'Web analytics site source' contains Google: Extract 'Campaign Name' Delimiter " " Position 1  IF 'Web analytics site source' contains LinkedIn: Extract 'Campaign Name' Delimiter " " Position 2  IF 'Web analytics site source' contains AdRoll: Extract 'Campaign Name' Delimiter " " Position 3

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer'?

- A. Two separate patterns (filtered by LinkedIn or AdRoll sources).  
Another single pattern for Campaign Name (filtered by Google Analytics source).  
A total of 3 patterns.
- B. Two separate patterns (filtered by LinkedIn or AdRoll sources)  
Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.  
Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).  
A total of 3 patterns
- C. Two separate patterns (filtered by LinkedIn or AdRoll sources).  
Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.
- D. Two separate patterns (filtered by LinkedIn or AdRoll sources)  
Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).  
A total of 3 patterns.

**Answer: B**

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

#### NEW QUESTION # 56

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	Oppportunity Key	Oppportunity 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

"Oppportunity Key" > Main Generic Entity Key

"Oppportunity Stage" - Main Generic Entity Attribute

"Oppportunity Count" - Generic Custom Metric

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

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

**Answer: B**

Explanation:

Based on the data provided and the date filter set to January 11th, there are no records for 'Confirmed Interest' on that specific date in the Oppportunity file. Thus, the number of oppportunities in the 'Confirmed Interest' stage for January 11th would be zero (0). In Salesforce Marketing Cloud Intelligence, when creating pivot tables, the data is aggregated based on the selected filters. If no records meet the filter criteria, the result for that category would be zero. The answer is supported by best practices in data analysis and reporting within Salesforce Marketing Cloud Intelligence, where date filters are applied to segment and analyze data.

#### NEW QUESTION # 57

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