

Salesforce Marketing-Cloud-Intelligence Valid Test Bootcamp | Marketing-Cloud-Intelligence Exam Preparation



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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">• 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 3	<ul style="list-style-type: none">• Overarching Entities: Salesforce marketing professionals will deepen their understanding of overarching entities, their use cases, and application, crucial for strategic data organization and analysis.

Topic 4	<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 5	<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 6	<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 7	<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.

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Actual Marketing-Cloud-Intelligence Marketing Cloud Intelligence Accredited Professional Exam Questions 2026

Many companies arrange applicants to take certification exams since 1995 internationally such like Microsoft, Fortinet, Veritas, EMC, and HP. Salesforce Marketing-Cloud-Intelligence exam sample online was produced in 2001 and popular in 2008. So far many companies built long-term cooperation with exam dumps providers. Many failure experiences tell them that purchasing a valid Salesforce Marketing-Cloud-Intelligence Exam Sample Online is the best effective and money-cost methods to achieve their goal.

Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q29-Q34):

NEW QUESTION # 29

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	2
01/01/2021	MT03	8	4
01/01/2021	MT04	44	8

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

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

Answer: A

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 # 30

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(csv[campaign_name!:@,1)**
- C. EXTRACT(EXTRACT(csv[campaign_name]]/@,1),-,0)
- 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 # 31

An implementation engineer has been asked by a client for assistance with the following problem:
The below dataset was ingested:

Day	Campaign Key	Campaign Category	Clicks
02/02/2021	Camp A	Type1	2
03/02/2021	Camp B	Type1	6
04/02/2021	Camp C	Type3	4

However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for Type1 is 4. What could be the reason for this discrepancy?

- A. The aggregation function is set as LIFETIME
- B. A mapping formula was populated, indicating not to bring Type1 values.
- **C. The aggregation function is set as AVG**
- D. The measurement 'Clicks' is set as a percentage.

Answer: C

Explanation:

The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

NEW QUESTION # 32

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

Via the harmonization Center, the Client has created Patterns and applied a classification rule using source 2. While performing QA, you have spotted that the final value of clicks for Product Group A is 10, where it should've been 15.

Product Group	Sign ups	Clicks
A	30	10

How can an implementation engineer fix this discrepancy?

- A. Leave the "Case Sensitive" checkbox in the data classification unchecked
- **B. Uncheck the "Case Sensitive" checkbox in the data classification**
- C. Toggle the 'Structure Compliant' OFF.
- D. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.

Answer: B

Explanation:

Case Sensitivity Issue:

The discrepancy in the "Clicks" value for Product Group A (10 instead of 15) likely arises from a mismatch caused by case sensitivity in the classification rules. If some data entries use different capitalization (e.g., "Product Group A" vs. "product group a"), the system might treat them as distinct entries, leading to incorrect aggregations.

Solution:

By unchecking the "Case Sensitive" checkbox, the harmonization process will treat entries with different capitalization as the same value. This ensures consistent classification and resolves discrepancies in aggregated metrics like "Clicks."

NEW QUESTION # 33

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

Day	web_site_key	web_site_name	web_site_source	Page Views
01/01/2021	site_key1	site_name1	fbmsg / tp_email	100
01/01/2021	site_key1	site_name1	referral	200
01/01/2021	site_key2	site_name2	twitter	300
01/01/2021	site_key3	site_name3	fb_inst	400

The mapping is as follows:

Day - Day

web_site_key -> Main Generic Entity Key

web_site_name -> Main Generic Entity Name

Web_site_source -> Main Generic Entity Attribute 01

Page Views - Generic Metric 1

How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

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

Answer: C

Explanation:

With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source'. As 'Day' is mapped to 'Day', 'web_site_key' to 'Main Generic Entity Key', 'web_site_name' to 'Main Generic Entity Name', and 'Web_site_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.

