

# 2026 Latest Salesforce Marketing-Cloud-Intelligence: New Marketing Cloud Intelligence Accredited Professional Exam Test Duration



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## 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>Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.</li></ul>
Topic 3	<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 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>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>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.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 8	<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 9	<ul style="list-style-type: none"> <li>Overarching Entities: Salesforce marketing professionals will deepen their understanding of overarching entities, their use cases, and application, crucial for strategic data organization and analysis.</li> </ul>
Topic 10	<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>

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## Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q54-Q59):

### NEW QUESTION # 54

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_2	SN_C_2	\$ 7

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

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 # 55

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 # 56

What are unstable measurements?

- **A. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.**
- B. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.
- C. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
- D. Measurements that are set with the LIFETIME aggregation function

**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 # 57

A client has integrated data from Facebook Ads, Twitter ads, and Google ads in marketing Cloud intelligence.

For each data source, the source, the data follows a naming conventions as ...

Facebook Ads Naming Convention - Campaign Name:

CampID\_CampName#Market\_Object#object#targetAge\_TargetGender

Twitter Ads Naming Convention- Media Buy Name

MarketTargetAgeObjectiveOrderID

Google ads Naming Convention-Media Buy Name:

Buying\_type\_Market\_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the

Harmonization Center. Given the above information, which statement is correct regarding the ability to implement this request?  
wet Me - Given the above information, which statement i's Correct regarding the ability to implement this request?

- A. it is not possible to do this, as the naming conventions are different
- **B. The client will be able to do this and it will require building three patterns.**
- C. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- D. The client Wi-Fibe able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains mufti delimiters.

**Answer: B**

Explanation:

Despite the different naming conventions, harmonization is possible using patterns in the Harmonization Center. By extracting the 'Market' and 'Objective' components from the naming conventions of each platform, three separate patterns would be created to map these common fields consistently across the data from Facebook Ads, Twitter Ads, and Google Ads.

#### NEW QUESTION # 58

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 January (entire month).

What is the number of opportunities in the Interest stage?

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

**Answer: B**

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

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