Latest Salesforce Marketing-Cloud-Intelligence Guide Files, Marketing-Cloud-Intelligence Valid Dumps Ppt

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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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	• 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 4	• 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	• 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 6	• 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 7	• Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 8	• 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 9	• Calculated Dimensions & Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.
Topic 10	• 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 11	• 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 12	• 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.
Topic 13	• Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.

Pass Guaranteed Quiz 2026 High Hit-Rate Salesforce Marketing-Cloud-Intelligence: Latest Marketing Cloud Intelligence Accredited Professional Exam Guide Files

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

NEW QUESTION # 54

Your client is interested in ingested the below file to a new generic data stream type:

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

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

Answer: C

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 # 55

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 = "t..." → ... 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. Scalability
- B. Performance (Performance when loading a dashboard page)
- 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 # 56
An implementation engineer has been provided with the below dataset:

Date	Media Buy Key	Cost	Clicks	CPC
01/01/2021	Key 1	30	3	10
01/01/2021	Key 2	1	5	0.2
01/01/2021	Key 3	2	4	0.1
01/01/2021	Key 4	2	8	3

*Note: CPC = Cost per Click
Formula: Cost / Clicks
Which action should an engineer take to successfully integrate CPC?

- A. Populate the logic within a custom measurement. No need to change Aggregation.
- B. Unmap it, as Datorama will calculate it automatically.
- C. Populate the logic within a custom measurement. Set Aggregation to SUM.
- D. Populate the logic within a custom measurement. Set Aggregation to AVG.

Answer: A

Explanation:
CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. References: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

NEW QUESTION # 57
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. It doesn't matter. As long as Data stream A is set as a Parent', the rest of the Data Updates Permissions are irrelevant.
- B. Update Attributes
- C. Update Attributes and Hierarchies
- D. Inherit Attributes and Hierarchies

Answer: D

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 # 58
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

* 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.
* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked What should the Data Updates Permissions be set to for Data Stream B?

- A. There is no difference, all permissions will have a similar effect given the scenario.

- B. Inherit Attributes and Hierarchies
- C. Update Attributes
- D. Update Attributes and Hierarchies

Answer: D

Explanation:
With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:
The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.
The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

NEW QUESTION # 59

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