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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.
Topic 4	• 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 5	• 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 6	• Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 7	• 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 8	• QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.
Topic 9	• Calculated Dimensions & Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.

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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28
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 Id	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" - Main Generic Entity Attribute
"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 Jan 11th. What is the number of 'opportunities in the Confirmed Interest stage?

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

Answer: D

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 Opportunity file. Thus, the number of opportunities 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 # 29
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 convensions as ...
Facebook Ads Naming Convention - Campaign Name:
CampID_CampName#Market_Object#object#targetAge_TargetGender
Twitter Ads Naming Convention- Media Buy Name
MarketTargeAgeObjectiveOrderID
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. This is not possible as the naming conventions are in different fields (Campaign Name and Placement Name)
- B. The client will be able to do this and it will require building three patterns.
- C. The clientWi-Fibe able to harmonize only Google Ads and Twitter Ads, as Facebook Ads naming convention contains mufti delimiters.
- D. it is not possible to do this, as the naming conventions are different

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 # 30
An implementation engineer has been asked to perform a QA for a newly created harmonization field, Color, implemented by a client.
The source file that was ingested can be seen below:

Day	Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	Impressions
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Red	5
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Green	20
02/02/2021	MBK2	Name2	Camp B	Site B	Creative#White	15
02/02/2021	MBK3	Name3	Camp C	Site C	Creative#White	50

The client performed the below standard mapping:

As a final step, the client had created the field 'Color'. As can be seen, it is extracted from the Creative Name (after the '#' sign).
For QA purposes, you have queried a pivot table, with the following fields:
* Media Buy Key
* Media Buy Name
* In View Impressions
The final pivot is presented below:

- A. A calculated dimension was created with the formula: EXTRACT([Creative_Name], #1)
- B. An EXTRACT formula (for Color) was written and mapped to a Creative custom attribute.
- C. A Harmonized dimension was created via a pattern over the Creative Name.
- D. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.

Answer: B

Explanation:
Given that the 'Color' field is extracted from the 'Creative Name' field and appears to be part of the creative-level data, the most logical method would be to create an EXTRACT formula and map it to a Creative custom attribute. This allows the 'Color' value to be associated directly with each creative entry. In Salesforce Marketing Cloud Intelligence, the EXTRACT formula can be used to parse and segment text strings within a field, and this process is used for harmonizing data by creating new dimensions or attributes based on existing data, which is what's described here. This answer is consistent with Salesforce Marketing Cloud Intelligence features that enable data transformation and harmonization through formulaic mapping, as per the official Salesforce documentation on data harmonization and transformation.

NEW QUESTION # 31
Your client has provided sample files of their data from the following data sources:
Google Campaign Manager

Below are the requirements from the client and additional information:
* The sources are linked to each other by shared Media Buy names.
* In addition to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.
* The source of truth for cost is Google DV360
Which action(s) are needed to take place in order to meet the client's requirement and set Google DV360 as the source of truth for Cost?

- A. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- B. Unmap 'Cost' in Google Campaign Manager
- C. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- D. Unmap 'Cost' in Google DV360

Answer: B

Explanation:
To set Google DV360 as the source of truth for cost:
* The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.
* Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager. Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming from Google DV360.

NEW QUESTION # 32

Option 2	Total Aggregation Function is set to AVG	Group Min Cost 2	Campaign Key	MIN	[Media Cost]
Option3	Client decided to create two calculated measurements	Group Min Cost 3 MIN	Campaign Key	MIN	[Media Cost]
		Group Min Cost 3 FINAL	Campaign Group	AVG	[Group Min Cost 3 MIN]
Option 4	Client decided to create two calculated measurements	Group Min Cost 4 MIN	Media Buy Key	MIN	[Media Cost]
		Group Min Cost 4 FINAL	Key	AVG	[Group Min Cost 4 MIN]

Which option will yield the desiredresult:?

- A. Option 4
- B. Option 3
- C. Option 1
- D. Option 2

Answer: A

Explanation:
Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'CampaignKey' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

NEW QUESTION # 33
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