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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	• 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 3	• 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 4	• QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.
Topic 5	• 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 6	• 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 7	• 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.

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

NEW QUESTION # 54
Aclient 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		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 Ais 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	-
emp_2			2	-
emp_3	Jon Bones		4	-

B.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2		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	10
emp_2	Jon Jones		2	15
emp_3	Jon Bones		4	13

D.

Answer: C

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 UpdatesPermissions' 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 # 55
Which Marketing Cloud Intelligence field is considered an attribute and not a "variable"?

- A. Device Category
- B. Geo Location
- C. Campaign Category
- D. Device Browser

Answer: A

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	**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" - 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: 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 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 # 57
An implementation engineer is requested to apply the following logic:

Data Source Name	Linkedin Ads	AdRoll	Google Analytics
Platform	Extract 'Campaign Name' Delimiter "_" Position 4	Extract 'Media Buy Name' Delimiter "_" Position 3	Extract Web Analytics Site Medium Delimiter "/" Position 0
Line of Business	Extract 'Media Buy Name' Delimiter "_" Position 7	Extract 'Media Buy Name' Delimiter "_" Position 2	N/A

To apply the above logic, the engineer used only the Harmonization Center, without any mapping manipulations. What is the minimum amount of Patterns creating both 'Platform' and 'Line of Business'?"

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

Answer: D

Explanation:
To create both 'Platform' and 'Line of Business' fields using Patterns in the Harmonization Center without mapping manipulations, the engineer would need to create separate patterns for each data source mentioned. According to the provided images:
One pattern for LinkedIn Ads, to extract the 'Campaign Name' at position 4 for the Platform and 'Media Buy Name' at position 7 for Line of Business.
One pattern for AdRoll, to extract 'Media Buy Name' at position 3 for Platform and at position 2 for Line of Business.
One pattern for Google Analytics, which seems not required for the Platform but could apply if the Line of Business extraction is necessary, although it states N/A.
Hence, a minimum of 3 patterns would be necessary to create the fields required.

NEW QUESTION # 58
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	5
01/01/2021	MT03		4
01/01/2021	MT04		8

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

- A. A separate entity key
- B. A custom metric and set aggregation to AUTO
- 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 # 59

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