

Latest Marketing-Cloud-Intelligence Braindumps Questions - Exam Marketing-Cloud-Intelligence Learning



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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 2	• 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 3	• 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 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	• 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 7	• 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 8	• 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 9	• 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 10	• 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 11	• 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.

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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q12-Q17):

NEW QUESTION # 12

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 assume that the file is mapped in the OPPORTUNITIES Data Stream type with the following

mapping:

"Day" - "Created Date"

"Opportunity Key" + Opportunity Key

"Opportunity Stage" - Opportunity Stage

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: A

Explanation:

pivot table is filtered on January 11th, we refer to the Opportunity file and see that there are no records for January 11th. Thus, there would be zero opportunities in the Confirmed Interest stage on that date. The Salesforce Marketing Cloud Intelligence's pivot table feature allows for the display of counts of entities based on the filtered criteria, which in this scenario would show zero since no records exist for the filtered date. Reference: Salesforce Marketing Cloud Intelligence documentation on pivot table functionalities.

NEW QUESTION # 13

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	123AA03	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: A

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 # 14

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" - 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 Interest stage?

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

Answer: A

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th, there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

NEW QUESTION # 15

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

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 # 16

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" - 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 Interest stage?

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

Answer: A

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th, there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

NEW QUESTION # 17

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