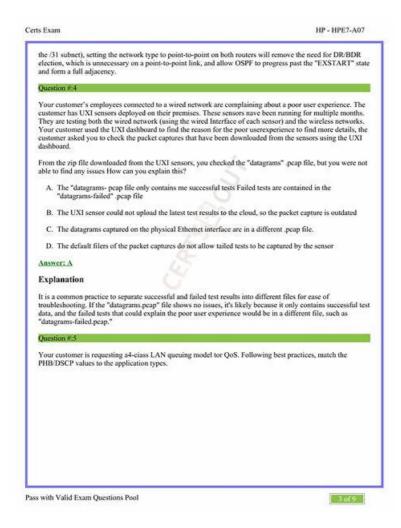
# Latest Marketing-Cloud-Intelligence Test Question | Valid Marketing-Cloud-Intelligence Valid Exam Labs: Marketing Cloud Intelligence Accredited Professional Exam 100% Pass



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### Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	<ul> <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 2	Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.

Торіс 3	<ul> <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>
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	QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.
Торіс 6	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 7	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.
Торіс 8	<ul> <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>

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## Ample Study Material for Salesforce Marketing-Cloud-Intelligence Exam Questions - Attain Exam Success

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# Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q46-Q51):

#### **NEW QUESTION #46**

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. Calculated dimensions
- B. The EXTRACT function
- C. Mapped dimensions
- D. Mapped measurements
- E. The VLOOKUP function

#### Answer: B,C,D

#### Explanation:

In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:

- \* B. Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.
- \* C. The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.
- \* E. Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension. Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.

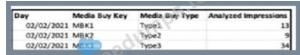
#### **NEW QUESTION #47**

A client would like to integrate the following two sources:

Google Campaign Manager:

Day		Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	Impressions
	02/02/2021	MBK1	Name1	Camp A	Site A	CreativeAA	
	02/02/2021	MBK1	Name1	Camp A	Site A	CreativeBB	20
	02/02/2021	MBK2	Name2	Camp B	Site B	CreativeAA	1
	02/02/2021	мвкз	Name3	Camp C	Site C	CreativeAA salesford	50

#### IAS:



After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Creative Name, Impressions, Analyzed Impressions
- B. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- C. Media Buy Type, Analyzed Impressions
- D. Media Buy Name, Impressions

#### Answer: B

#### Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). References: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

#### **NEW QUESTION #48**

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	<b>Opportunity Stage</b>		
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	123/AASalesfor	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

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th -11th. Which option reflects the stage(s) the opportunity key 123AA01 is associated with?

- A. Interest & Registered
- B. Confirmed interest
- C. Confirmed Interest & Registered
- D. interest

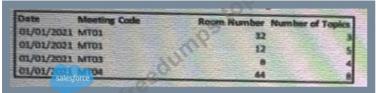
#### Answer: A

#### Explanation:

Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

#### **NEW QUESTION #49**

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

#### Answer: D

#### Evalenation

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of

<sup>&</sup>quot;Opportunity Key" > Main Generic Entity Key

<sup>&</sup>quot;Opportunity Stage" - Generic Entity key 2

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 #50**

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

Data Source Linkedin Ads Name		AdRoll	Google Analytics	
Offer	Extract 'Campaign Name' Delimiter "_" Position 6	Extract 'Media Buy Name' Delimiter "_" Position 6	IF 'Web analytics site source' contains Google: Extract 'Campaign Name' Delimiter " " Position 1  IF 'Web analytics site source' contains LinkedIn: Extract 'Campaign Name' Delimiter " " Position 2	
	4166		IF 'Web analytics site source' contains AdRoll: Extract 'Campaign Name' Delimiter " " Position 3	

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer?

- A. Two separate patterns (filtered by Linkedln or AdRoll sources).
   Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.
- B. Two separate patterns (filtered by Linkedin or AdRoll sources)
   Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).

A total of 3 patterns.

• C. Two separate patterns (filtered by Linkedin or AdRoll sources)
Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute

Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source). A total of 3 patterns

D. Two separate patterns (filtered by Linkedin or AdRoll sources).
 Another single pattern for Campaign Name (filtered by Google Analytics source).
 A total of 3 patterns.

#### Answer: C

#### Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

#### **NEW QUESTION #51**

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