

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

Certs Exam
HP - HPE7-A07

the /31 subnet), setting the network type to point-to-point on both routers will remove the need for DR/BDR election, which is unnecessary on a point-to-point link, and allow OSPF to progress past the "EXSTART" state and form a full adjacency.

**Question #4:**

Your customer's employees connected to a wired network are complaining about a poor user experience. The customer has UXI sensors deployed on their premises. These sensors have been running for multiple months. They are testing both the wired network (using the wired interface of each sensor) and the wireless networks. Your customer used the UXI dashboard to find the reason for the poor user experience to find more details, the customer asked you to check the packet captures that have been downloaded from the sensors using the UXI dashboard.

From the zip file downloaded from the UXI sensors, you checked the "datagrams" .pcap file, but you were not able to find any issues. How can you explain this?

- A. The "datagrams" .pcap file only contains the successful tests. Failed tests are contained in the "datagrams-failed" .pcap file.
- B. The UXI sensor could not upload the latest test results to the cloud, so the packet capture is outdated.
- C. The datagrams captured on the physical Ethernet interface are in a different .pcap file.
- D. The default filters of the packet captures do not allow failed tests to be captured by the sensor.

**Answer: A**

**Explanation**

It is a common practice to separate successful and failed test results into different files for ease of troubleshooting. If the "datagrams.pcap" file shows no issues, it's likely because it only contains successful test data, and the failed tests that could explain the poor user experience would be in a different file, such as "datagrams-failed.pcap."

**Question #5:**

Your customer is requesting a4-class LAN queuing model for QoS. Following best practices, match the PHB/DSCP values to the application types.

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

Topic	Details
Topic 1	<ul style="list-style-type: none"> <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	<ul style="list-style-type: none"> <li>Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.</li> </ul>

Topic 3	<ul style="list-style-type: none"> <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	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 8	<ul style="list-style-type: none"> <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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## 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	5
02/02/2021	MBK1	Name1	Camp A	Site A	CreativeBB	20
02/02/2021	MBK2	Name2	Camp B	Site B	CreativeAA	15
02/02/2021	MBK3	Name3	Camp C	Site C	CreativeAA	50

IAS:

Day	Media Buy Key	Media Buy Type	Analyzed Impressions
02/02/2021	MBK1	Type1	13
02/02/2021	MBK2	Type2	9
02/02/2021	MBK3	Type3	34

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.

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" - Generic Entity key 2

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:

Date	Meeting Code	Room Number	Number of Topics
01/01/2021	MT01	32	3
01/01/2021	MT01	12	5
01/01/2021	MT03	8	4
01/01/2021	MT04	44	8

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**

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 # 50

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

Data Source Name	Linkedin Ads	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  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 LinkedIn 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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