

Marketing-Cloud-Intelligence Dumps For PassLeader - Best

Platforms	Answer Area	Platform
Dynamics 365	Solution component	Dynamics 365
Microsoft Azure	Microsoft-developed customer relationship management (CRM) application	Microsoft Azure
	Windows virtual machine	Dynamics 365
	Microsoft-developed enterprise resource planning (ERP) application	

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We all know that it is of great important to pass the Marketing-Cloud-Intelligence exam and get the certification for someone who wants to find a good job in internet area. I will recommend our study materials to you. The Marketing-Cloud-Intelligence test materials are mainly through three learning modes, Pdf, Online and software respectively. Among them, the software model is designed for computer users, can let users through the use of Windows interface to open the Marketing-Cloud-Intelligence Test Prep of learning.

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	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 3	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 4	Calculated Dimensions & Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.
Topic 5	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 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.
Topic 8	- 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 9	QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.
Topic 10	Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.

Topic 11	• 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 12	• Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 13	• 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.

>> Marketing-Cloud-Intelligence Test Sample Questions <<

Marketing-Cloud-Intelligence Reliable Exam Review, Marketing-Cloud-Intelligence Visual Cert Exam

The customizable mock tests make an image of a real-based Marketing Cloud Intelligence Accredited Professional Exam (Marketing-Cloud-Intelligence) exam which is helpful for you to overcome the pressure of taking the final examination. Customers of PassLeader can take multiple Salesforce Marketing-Cloud-Intelligence practice tests and improve their preparation to achieve the Marketing-Cloud-Intelligence Certification. You can even access your previously given tests from the history, which allows you to be careful while giving the mock test next time and prepare for Salesforce Marketing-Cloud-Intelligence certification in a better way.

Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q42-Q47):

NEW QUESTION # 42

An Implementation engineer is requested to create anew 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)
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
- 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).
Another single pattern for Campaign Name (filtered by Google Analytics source).
A total of 3 patterns.
- D. 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.

Answer: A

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 # 43

Acient 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 A is 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	10
emp_2	Jon Jones		2	15
emp_3	Jon Bones		4	13
- B.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	-
emp_2			2	-
emp_3	Jon Bones		4	-
- C.

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

- D.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stone	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Barnes	Support	4	13

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 # 44

A client has integrated data from Facebook Ads, Twitter Ads, and Google Ads in Marketing Cloud Intelligence. For each data source, the data follows a naming convention as shown below:

Facebook Ads Naming Convention - Campaign Name:

Camp|D_CampName#Market_Objective#TargetAge_TargetGender

Twitter Ads Naming Convention - Media Buy Name:

Market|TargetAge|Objective|OrderID

' 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'.

In addition to the previous details, the client provides the following data sample:

Campaign Name (Facebook Ads)		Clicks	Impressions
1234_ABC FR_Awareness#18-25_M/F		10	20
1235_ABB ES_Awareness#18-25_F		5	8
Media Buy Name (Twitter Ads)		Clicks	Impressions
UK 18-25 Awareness 1212		5	10
ES 25-40 Retargeting 2342		4	7
Media Buy Name (Google Ads)		Clicks	Impressions
CPC_FR_Awareness		8	8
CPM_US_Retargeting		6	4
Classification File		Validation List	
Market Code	Market Name	BR	
ES	Spain	DE	
FR	France	ES	
		FR	
		JP	
		US	

Logic specification:

If a value is not present in the Validation List, return "Not Valid"

If a value is not present in the Classification File, return "Unclassified".

If the Harmonization center is used to harmonize the above data and files, what table will show the final output?

- A.

Market	Clicks	Impressions
France	12	28
Spain	9	15
UK	11	14
US	6	4
- B.

Market	Clicks	Impressions
France	12	28
Spain	9	15
Not Valid		
- C.

Market	Clicks	Impressions
France	12	28
Spain	9	15
Not Valid		10
Unclassified	6	4
- D.

Market	Clicks	Impressions
France	12	28
Spain	9	15
UK	11	14

Answer: C

Explanation:

The correct table would be Option B. The harmonization process would identify the 'Market' from the campaign or media buy name based on the delimiter and position rules specified in the naming conventions.

The harmonized 'Market' would then be matched against the classification file and validation list. If a value does not match the validation list, it would return 'Not Valid', and if it's not present in the classification file, it would return 'Unclassified'. Option B is the only table showing the 'Not Valid' category which aligns with the logic specification provided.

NEW QUESTION # 45

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

Answer: A

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 # 46

Which two statements are correct regarding the Parent-Child configuration?

- A. Parent-Child links different tables based on shared key values
- B. Parent-Child configurations can cause performances issues
- C. Parent-Child allows sharing both dimensions and measurements
- D. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.

Answer: A,B

Explanation:

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