

Marketing-Cloud-Intelligence Labs | Marketing-Cloud-Intelligence Reliable Dumps Ebook



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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• QA Ability: This section focuses on common QA steps for various scenarios, enabling Salesforce marketing professionals to ensure data quality and platform performance.
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	• Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.
Topic 6	• 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 7	• 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 8	• 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 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 Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 11	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.

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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q25-Q30):

NEW QUESTION # 25

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)**
 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).**
 Another single pattern for Campaign Name (filtered by Google Analytics source).
 A total of 3 patterns.

- C. 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.
- D. 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.

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 # 26

A client's data consists of three data streams as follows:

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	\$ 1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200	\$ 2

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$ 3

Data Stream C:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

- A. Inherit Attributes and Hierarchies
- B. It doesn't matter. As long as Data stream A is set as a Parent', the rest of the Data Updates Permissions are irrelevant.
- C. Update Attributes
- D. Update Attributes and Hierarchies

Answer: A

Explanation:

For the client's data consisting of three data streams, setting Data Stream A as the Parent allows for inheriting attributes and hierarchies from it to the child data streams. This ensures consistency across the data streams, making it possible to analyze the data collectively, using the structure and attributes defined in the Parent data stream.

NEW QUESTION # 27

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Patterns
- B. Vlookup 0
- C. Calculated Dimensions
- D. Data Fusion
- E. Mapping formula

Answer: A,C,E

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

NEW QUESTION # 28

Which option will yield the desired result:?

- A. Option 3
- B. Option 2
- C. Option 1
- D. Option 4

Answer: D

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

NEW QUESTION # 29

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. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.
- D. Parent-Child allows sharing both dimensions and measurements

Answer: A,B

Explanation:

Parent-Child configurations in Marketing Cloud Intelligence are used to link different data tables based on shared key values, allowing for the relational organization of data across various streams. While this setup enhances data analysis and reporting by maintaining logical relationships between parent and child tables, it can also introduce performance issues. The complexity increases with the number of relationships and the volume of data, potentially slowing down query processing and data manipulation. Additionally, Parent-Child configurations facilitate the sharing of dimensions and measurements across linked tables, enhancing the data's usability without duplicating it.

NEW QUESTION # 30

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