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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	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 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	Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.
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	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 6	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 7	- 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.

Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q50-Q55):

NEW QUESTION # 50

An implementation engineer has been asked to perform a QA for a newly created harmonization field, Color, implemented by a client.

The source file that was ingested can be seen below:

Day	Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	In view Impressions
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Red	5
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Green	20
02/02/2021	MBK2	Name2	Camp B	Site B	Creative#White	15
02/02/2021	MBK3	Name3	Camp C	Site C	Creative#White	50

The client performed the below standard mapping:

Field	Mapped To
Media Buy Key	Media Buy Key
Media Buy Name	Media Buy Name
Campaign Key	Campaign Key
Site Key	Site Key
Creative Name	Creative Name

As a final step, the client had created the field 'Color'. As can be seen, it is extracted from the Creative Name (after the '#' sign).

For QA purposes, you have queried a pivot table, with the following fields:

- * Media Buy Key
- * Media Buy Name

* In View Impressions

The final pivot is presented below:

Day	Media Buy Key	Media Buy Name	Color	In view Impressions
02/02/2021	MBK1	Name1	Red	25
02/02/2021	MBK2	Name2	White	15
02/02/2021	MBK3	Name3	White	50

- A. An EXTRACT formula (for Color) was written and mapped to a Creative custom attribute.
- B. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.
- C. A Harmonized dimension was created via a pattern over the Creative Name.
- D. A calculated dimension was created with the formula: EXTRACT([Creative_Name], #1)

Answer: A

Explanation:

Given that the 'Color' field is extracted from the 'Creative Name' field and appears to be part of the creative-level data, the most logical method would be to create an EXTRACT formula and map it to a Creative custom attribute. This allows the 'Color' value to be associated directly with each creative entry. In Salesforce Marketing Cloud Intelligence, the EXTRACT formula can be used to parse and segment text strings within a field, and this process is used for harmonizing data by creating new dimensions or attributes based on existing data, which is what's described here. This answer is consistent with Salesforce Marketing Cloud Intelligence features that enable data transformation and harmonization through formulaic mapping, as per the official Salesforce documentation on data harmonization and transformation.

NEW QUESTION # 51

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

Answer: D

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 # 52

A client provides the following two data streams:

Data Stream 1:

Media Buy Name	Campaign Key	Campaign Advertiser
MBN 1	camp_key_1	Adver 1
MBN 2	camp_key_1	Adver 1
MBN 3	camp_key_2	Adver 2

Data Stream 2:

Day	Media Buy Name	Cost
01-Jan-20	MBN 1	10 \$
01-Jan-20	MBN 2	30 \$

Question-

The client would like to use a VLOOKUP formula to calculate the Cost per Campaign Advertiser on January 1st 2020. Which mapping options should the client apply to obtain the expected result?

- A.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Media Buy Custom Attribute 01	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Media Buy Custom Attribute 02	csv('Campaign Advertiser')	Media Buy Custom Attribute 01	Vlookup(csv('Media Buy Name'), (Data Stream 1))
		Media Cost	csv('Cost')

- B.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Campaign Key	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Campaign Advertiser	csv('Campaign Advertiser')	Media Cost	csv('Cost')
Media Buy Custom Attribute 01	Vlookup(csv('Media Buy Name'), (Data Stream 2))		

- C.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Campaign Key	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Campaign Advertiser	csv('Campaign Advertiser')	Media Buy Custom Attribute 01	Vlookup(csv('Media Buy Name'), (Data Stream 1))
		Media Cost	csv('Cost')

- D.

Data Stream 1		Data Stream 2	
Datorama Field	Mapping Formula	Datorama Field	Mapping Formula
Media Buy Name	csv('Media Buy Name')	Date	csv('Day')
Campaign Key	csv('Campaign Key')	Media Buy Name	csv('Media Buy Name')
Campaign Advertiser	csv('Campaign Advertiser')	Campaign Cost Metric Route	Vlookup(csv('Media Buy Name'), (Data Stream 1))

Answer: D

Explanation:

To calculate Cost per Campaign Advertiser using a VLOOKUP formula, the client needs to look up the 'Cost' from Data Stream 2 based on a matching 'Media Buy Name' in Data Stream 1. Option A shows that 'Media Buy Name' is the lookup value, which is correct. The 'Campaign Advertiser' is then linked to the 'Cost' from Data Stream 2 through the VLOOKUP formula applied to the 'Media Buy Custom Attribute 01' in Data Stream 2. This setup will correctly associate the cost with the campaign advertiser.

NEW QUESTION # 53

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. The data is stored at the workspace level.
- B. Pacing - daily rows are being created for every lead and opportunity keys
- C. When a data stream type "CRM - Leads" is created, another complementary 'CRM - Opportunity' is created automatically.
- D. No mappable measurements - all measurements are calculated

Answer: B,D

NEW QUESTION # 54

An implementation engineer has been asked by a client for assistance with the following problem:
The below dataset was ingested:

Day	Campaign Key	Campaign Category	Clicks
02/02/2021	Camp A	Type1	2
03/02/2021	Camp B	Type1	6
04/02/2021	Camp C	Type3	4

However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for 'Type1' is 4.
What could be the reason for this discrepancy?

- A. The measurement 'Clicks' is set as a percentage.
- B. The aggregation function is set as LIFETIME
- C. The aggregation function is set as AVG
- D. A mapping formula was populated, indicating not to bring Type1 values.

Answer: C

Explanation:

The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. References: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

NEW QUESTION # 55

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