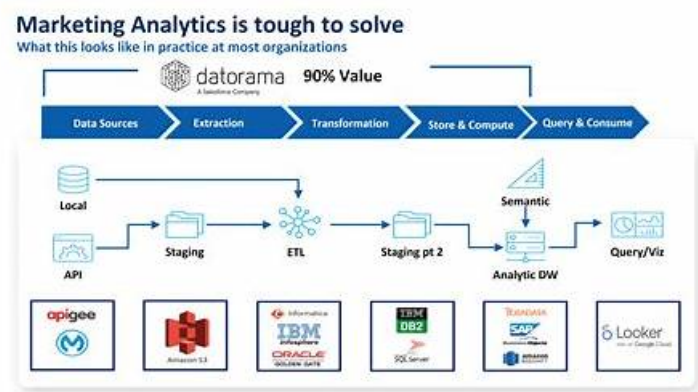# Marketing-Cloud-Intelligence Test Torrent

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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 Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.

Topic 3	• 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 4	• Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.
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	• Calculated Dimensions & Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.
Topic 8	• 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.

Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q23-Q28):

NEW QUESTION # 23
What is the relationship between "Media Buy Key" and "Creative Key?

- A. Many-to-many
- B. Many-to-one (one Creative Key has many Media Buy Keys)
- C. One-to-many (one Media Buy ley has many Creative Key)
- D. One-to-one

Answer: C

Explanation:
In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

NEW QUESTION # 24
A client has provided you with sample files of their data from the following data sources:
1.Google Analytics
2.Salesforce Marketing Cloud
The link between these sources is on the following two fields:
Message Send Key
A portion of: web_site_source_key
Below is the logic the client would like to have implemented in Datorama:
For 'web site medium' values containing the word "email" (in all of its forms), the section after the "_" delimiter in 'web_site_source_key' is a 4 digit number, which matches the 'Message Send Key' values from the Salesforce Marketing Cloud file.
Possible examples of this can be seen in the following table:
Google Analytics:

Web site key	web site medium	web_site_source_key	Page Views
Key1	Email	Email_6783	50
Key1	Organic	Organic_9045	100

Salesforce Marketing Cloud:

Message Send Key	Message Sends	Message Total Clicks
6783	400	200

The client's objective is to visualize the mutual key values alongside measurements from both files in a table.

Message Send Key	Page Views	Message Sends	Message Total Clicks
6783	50	400	200

In order to achieve this, what steps should be taken?

- A. Create a Web Analytics Site Source custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
- B. Within both files, map the desired value to Custom Classification Key as follows Salesforce Marketing Cloud: map entire Message Key to Custom Classification Key.
  Google Analytics: map the extraction logic to Custom Classification Key.
- C. Create a Web Analytics Site custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
- D. Upload the two files and create a Parent-Child relationship between them. The Override Media Buy Hierarchy checkbox is checked in Google Analytics.

Answer: B

Explanation:
To create a linkage between Google Analytics and Salesforce Marketing Cloud data based on the "Message Send Key" and a portion of the "web_site_source_key," both values need to be harmonized into a common key. This is done by mapping the full Message Send Key from Salesforce Marketing Cloud and the extracted part of the web_site_source_key from Google Analytics to the same Custom Classification Key. This mapping will create a common identifier that can be used to combine the data from both sources for analysis and visualization.

NEW QUESTION # 25
Your client would like to create a new harmonization field - Exam Topic.
The below table represents the harmonization logic from each source.

	Source A (Ads)	Source B (Messaging)	Source C (Ads)
Exam ID	2nd position of Media Buy Key	1st position of Message Send Name	3rd position of Campaign Name
Exam Topic	3rd position of Media Buy Type	---	6th position of Campaign Category
Unique Measurement	C...	Email Sends	Video Views

As can be seen from the table there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that where an Exam ID is found -a single Exam Topic value is associated with it.
The Client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values as seen in the following example:

Topic	Cost	Email Sent	Video Views
Math	10	100	90
Literature	50	900	123

Which harmonization feature should an Implementation engineer use to meet the client's requirement?

- A. Custom Classification
- B. Fusion
- C. Transformers
- D. Parent Chile
- E. Calculated dimensions

Answer: A

Explanation:
To meet the client's requirement of slicing measurements by 'Exam Topic' values, an Implementation Engineer should use Custom Classification. This feature allows different Exam IDs to be classified into their respective Exam Topics, ensuring that data from all sources can be accurately harmonized and analyzed based on these topics.

NEW QUESTION # 26
The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

Day	web_site_key	web_site_name	web_site_source	Page Views
01/01/2021	site_key1	site_name1	fmag / tp_email	100
01/01/2021	site_key1	site_name1	referral	200
01/01/2021	site_key2	site_name2	twitter	300
01/01/2021	site_key3	site_name3	fb_inst	400

The mapping is as follows:
Day - Day
Web_site_source - Main Generic Entity Attribute 01
Page Views - Generic Metric 1
*Note that 'web_site_key' and 'web_site_name' are NOT mapped.
How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

Explanation:
In Marketing Cloud Intelligence, when a file is uploaded as a generic dataset type and mapped accordingly, each unique combination of the mapped fields results in a separate row in the database. The file in question has been mapped with 'Day' to 'Day', 'Web_site_source' to 'Main Generic Entity Attribute 01', and 'Page Views' to 'Generic Metric 1'. The 'web_site_key' and 'web_site_name' are not mapped and thus, won't affect the row count.
Since there are 4 unique combinations of the mapped fields in the uploaded file (each day and source combination is unique), Marketing Cloud Intelligence will store 4 rows after ingestion, corresponding to each unique combination of 'Day' and 'Web_site_source'.

NEW QUESTION # 27
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. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- B. Creative Name, Impressions, Analyzed Impressions
- C. Media Buy Name, Impressions
- D. Media Buy Type, Analyzed Impressions

Answer: A

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). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 28

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