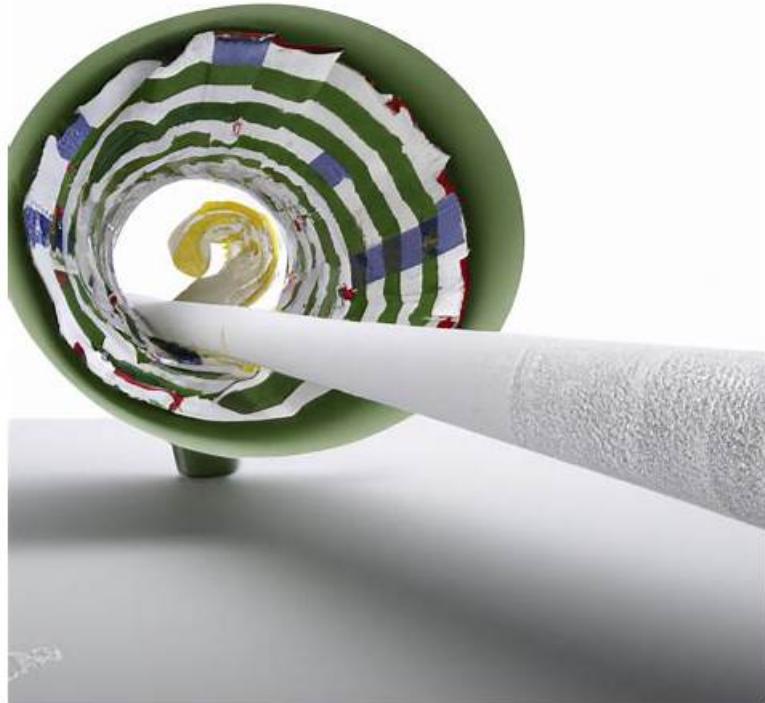


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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">Design Feasibility: This area evaluates the ability to identify valid and invalid solutions from solution design diagrams, ensuring effective and scalable platform designs.
Topic 3	<ul style="list-style-type: none">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 4	<ul style="list-style-type: none">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 5	<ul style="list-style-type: none">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 6	<ul style="list-style-type: none"> • Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 7	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Harmonization Best Practices: Salesforce marketing professionals will analyze harmonization methods, properties, and their advantages and disadvantages, enhancing skills for optimizing data consistency across platforms.

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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30

Client has provided sample files of their data from the following data sources:

Google Campaign Manager

salesforce								
date_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	clicks	impressions cost
20/02/2020	Name A	517773	3114	Site1	726	QWE_bhv_vid_guaran_uk	2	551 21
20/02/2020	Name B	514257	3115	Site2	726	QWE_bhv_vid_guaran_uk	0	955 26
	Name C	853853	3115	Site2	882	QWE_bhv_dis_guaran_IT	0	558 98
	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097 97

Google DV360								
date_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	Video views	fully played cost
20/02/2020	Name A	17654	3114	Site1	726	QWE_bhv_vid_guaran_uk	102	11 58
20/02/2020	Name B	77654	3115	Site2	726	QWE_bhv_vid_guaran_uk	118	162 75
20/02/2020	Name C	71930	3114	Site1	234	QWE_ret_disp_guaran_BR	156	40 32
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	2 98

Below are the requirements from the client and additional information:

- * The sources are linked to each other by shared Media Buy names.
- * In addition-to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.
- * The source of truth for cost is Google DV360.

As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:

Field	Mapped To
date_id	Day
media_buy_name	Media Buy Name
media_buy_id	Media Buy Key
site_id	Site Key
site_name	Site Name
campaign_id	Campaign Key
campaign_name	Campaign Name

Please note:

- * All other measurements were mapped as well to the appropriate fields.
- * No other mapping manipulations or formulas were implemented.

How many records will the merged table hold?

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

- D. Depends on the Data Updates Permissions

Answer: A

Explanation:

Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

NEW QUESTION # 31

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

* The data streams should be linked together through a parent-child relationship.

* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements. Which data stream should be set as a parent?

- A. Data Stream B
- B. Any of the data streams can technically be the parent
- **C. Data Stream C**
- D. Data Stream A

Answer: C

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

NEW QUESTION # 32

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) salesforce	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	Cost	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:

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

The client suggested to create, without any mapping manipulations, several patterns via the harmonization center that will generate two Harmonized Dimensions:

Exam ID

Exam Topic

Given the above information, which statement is correct regarding the ability to implement this request with the above suggestion?

- A. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
- B. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution
- C. The above Patterns setup will not work for this use case.
- D. The solution will work - the client will be able to view Exam Topic with Email Sends.

Answer: B

Explanation:

If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

NEW QUESTION # 33

A client's data consists of three data sources - Facebook Ads, LinkedIn Ads and Google Campaign Manager.

Notes:

* The client is planning on adding an additional 100 Facebook Ads data streams and 50 more LinkedIn Ads data streams.

* The final volume of data in the workspace will be 5M rows

* Each data source has a naming convention and it can be assumed that any additional profile (i.e. Data Stream) from one of these sources will follow the same naming convention.

The client provided the following sample files:

Facebook Ads:

Day	Media Buy Key	Media Buy Name	Media Buy Type	Social App Installs
1-Apr-20	salesforce	B_Israel	TypeA	3
1-Apr-20	222	MBN_FB_France	TypeB	6
1-Apr-20	333	MBN_FB_Greece	TypeC	2

LinkedIn Ads:

Day	Media Buy Key	Media Buy Name	Media Buy Type	Social Actions
1-Apr-20	444	MBN_LI_Denmark	TypeD	5
1-Apr-20	555	MBN_LI_Thailand	TypeE	1
1-Apr-20	666	MBN_LI_India	TypeF	8

Day	Media Buy Key	Creative Key	Creative Format	Creative Category	Impressions
1-Apr-20	777	CC_CRK_1	TypeA	Cat_1	48
1-Apr-20	777	CC_CRK_2	TypeB	Cat_2	42
1-Apr-20	777	CC_CRK_3	TypeC	Cat_3	18
1-Apr-20	777	CC_CRK_4	TypeD	Cat_4	39
1-Apr-20	777	CC_CRK_5	TypeE	Cat_5	13

The client would like to create a new harmonization field named "Market," which will only be coming from Facebook Ads and LinkedIn Ads. The logic for

"Market" is the following:

IF Media Buy Type is equal to "TypeB" or "TypeC" or "TypeD"

Return 'Europe'

ELSE

Return 'Rest Of The World'

In order to create the harmonization field Market, the client considers using either Mapping Formula, Calculated Dimension, VLOOKUP or Patterns.

Considering maintenance and scalability, which option is recommended?

- A. Mapping Formulas
- B. Calculated Dimension
- C. Patterns
- D. vLookuP

Answer: C

Explanation:

Patterns are the best approach in this scenario because:

Scalability: Patterns are highly scalable and can easily handle the addition of 100 more Facebook Ads and 50 more LinkedIn Ads streams. You can define pattern-matching rules that automatically apply to new data streams based on the naming conventions.

Flexibility and Maintenance: Patterns allow you to maintain and adjust logic easily. Since the logic for determining "Market" is based on a defined naming convention (e.g., Media Buy Type), Patterns can handle these rules effectively without requiring manual updates or static tables.

Efficient Harmonization: Patterns automatically classify data based on defined rules, reducing the need for ongoing manual maintenance compared to approaches like VLOOKUP or Mapping Formulas, which might require frequent updates as data changes.

Why not other options?

Mapping Formulas: While Mapping Formulas work well for static mappings, they are not as scalable or maintainable when the dataset grows or changes frequently.

Calculated Dimension: This option is valid for simple logic but is less maintainable for large-scale datasets, especially when new data streams are added.

VLOOKUP: This method is manual and not scalable. It would require you to update lookup tables for each new data stream, which is inefficient given the expected growth of the data.

NEW QUESTION # 34

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

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on January (entire month). What is the number of opportunities in the Interest stage?

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

Answer: B

Explanation:

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

NEW QUESTION # 35

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