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## Salesforce Marketing-Cloud-Intelligence Exam Questions [2025]

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## Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q27-Q32):

### NEW QUESTION # 27

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

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

Answer: A,D

Explanation:

For performance issues when loading a dashboard using CRM data stream type:

\* Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.

\* Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

### NEW QUESTION # 28

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 Jan 7th - 10th. How many different stages are presented in the table?

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

Answer: C

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce

Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages.

Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

#### NEW QUESTION # 29

Your client provided the following sources:

Source 1:

Day	Media Buy Key	Media Buy Name	Clicks
01/01/2021	17782	Mulop--1290	5
01/01/2021	45120	Loni--323	5
01/01/2021	54342	Loni--4989	5
01/01/2021	90034	kobak--1290	5
01/01/2021	80536	Mulop--2381	5

Source 2:

Product	Product Group
Abi	A
Loni	A
Kobak	A
Mulop	B

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source 1. The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Product Group	Clicks	Sign ups
A	15	42
B	10	15

Which two options will meet the client's requirement and enable the desired view?

- A. Harmonization Center: Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension
- B. Custom Classification: 1  
Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.  
Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer Source 3: 'Product' will be mapped to Custom Classification key. Came
- C. Parent Child:  
All sources will be uploaded to the same data stream type - Ads. The setup is the following:

Source 1: Media Buy Key -- Media Buy Key, extracted product value - Media Buy Attribute.

Source 2: Product - Media Buy Key, Product Group -- Media Buy Attribute.

Source 3: Product - Media Buy Key.

- D. Overarching Entities:

Source 1: custom classification key will be populated with the extraction of the Media Buy Name.

Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.

Source 3: 'Product' will be mapped to Product field.

**Answer: A,B**

Explanation:

To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:

Option A:

\* Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.

Option D:

\* Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension

'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

### NEW QUESTION # 30

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, Analyzed Impressions
- B. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- C. Media Buy Name, Impressions
- D. Creative Name, Impressions, Analyzed Impressions

**Answer: B**

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.


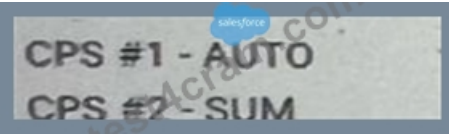
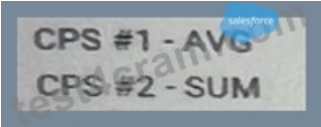
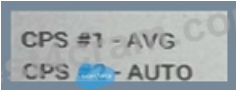
### NEW QUESTION # 31

A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic: (Media Cost) / Sign-ups) As can be seen in the table below, CPS was created twice and was set with two different aggregations:

Campaign Name ↓	Media Buy Key	Media Cost	Sign-ups	CPS #1	CPS #2
ATR	35462	\$2.00	11	\$0.18	\$0.18
ATR	33311	\$1.00	4	\$0.25	\$0.25
Total		\$3.00	15	\$0.20	\$0.43

From looking at the table, what are the aggregation settings for each one of the newly created KPIs?

- A. 
- B. 
- C. 
- D. 

**Answer: B**

Explanation:

The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

## NEW QUESTION # 32

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