

# Salesforce Marketing-Cloud-Intelligence Exam Practice Material in Three Diverse Versions



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## Test Marketing-Cloud-Intelligence Sample Questions & Marketing-Cloud-Intelligence Hot Questions

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## Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q40-Q45):

### NEW QUESTION # 40

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	5
02/02/2021	MBK1	Name1	Green	20
02/02/2021	MBK2	Name2	White	15
02/02/2021	MBK3	Name3	White	50

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

**Answer: D**

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 # 41

Which Marketing Cloud Intelligence field is considered an attribute and not a "variable"?

- **A. Device Category**
- B. Campaign Category
- C. Geo Location
- D. Device Browser

**Answer: A**

#### NEW QUESTION # 42

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	111	MBN_FB_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 # 43

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_1	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 and Hierarchies
- D. Update Attributes

**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 # 44

A client wants to integrate their data within Marketing Cloud Intelligence to optimize their marketing insights and cross-channel marketing activity analysis. Below are details regarding the different data sources and the number of data streams required for each source.

Data Source Name	Number of Data Streams	Harmonization Field	Harmonization Logic
Facebook Ads	75	Objective	Code found in the 2nd position of Media Buy Name and following logic is applied: If code = "awa" → "Awareness" If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extract
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
LinkedIn Ads	10	Objective	Return "N/A"

When harmonizing the Objective field from within the data stream mapping, which advantage is gained?

- A. Performance (Performance when loading a dashboard page)
- B. Scalability
- C. Ease of Maintenance
- D. Ease of Setup

**Answer: C**

Explanation:

By harmonizing the Objective field within data stream mapping, an organization can benefit from:

Ease of Maintenance: Harmonization allows for consistent naming conventions across different data sources and streams. This means when business logic or naming conventions change, updates can be made in one place and consistently applied across all data streams. It also reduces the complexity of managing multiple streams and ensures data consistency, which is vital for accurate reporting and analysis.

## NEW QUESTION # 45

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