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Salesforce Marketing-Cloud-Intelligence Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	Data Model: In this domain, marketing professionals will explore data model entities, their relationships, and attributes within Marketing Cloud Intelligence.
Topic 3	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 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	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 6	Calculated Dimensions & Measurements: This section measures skills in using calculated objects, recognizing aggregation types, and employing these tools for tailored marketing analytics.
Topic 7	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 8	CRM: This topic tests knowledge of CRM properties and their behavior within Marketing Cloud Intelligence. This knowledge is crucial for syncing customer relationship data with marketing campaigns.
Topic 9	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.

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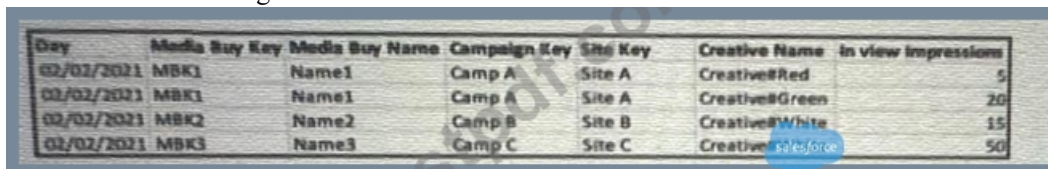
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Salesforce Marketing Cloud Intelligence Accredited Professional Exam Sample Questions (Q40-Q45):

NEW QUESTION # 40

An implementation engineer has been asked to perform QA for a standard file ingestion, done by the 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@Salesforce	50

The number of rows added to this data stream is 3. What could have led to this discrepancy?

- A. All fields are mapped except for the Media Buy Name.
- B. All fields are mapped except for the Campaign Key
- C. All fields are mapped except for the Creative Name
- D. All fields are mapped except for the Media Buy Key.

Answer: B

Explanation:

The source file shows data related to media buys, including a 'Media Buy Key', 'Media Buy Name', 'Campaign Key', and 'Site Key', among other fields. If only three rows were added, and the discrepancy is due to a missing field, it's likely that 'Campaign Key' is the

field not mapped, because it is crucial for linking related records in the data stream. Without the 'Campaign Key', the system cannot associate the media buy data with specific campaigns, leading to a potential loss of data rows during ingestion.

NEW QUESTION # 41

An Implementation engineer is requested to create anew harmonization field 'Offer'and apply the following logic:

Data Source Name	Linkedin Ads	AdRoll	Google Analytics
Offer	Extract 'Campaign Name' Delimiter "-" Position 6	Extract 'Media Buy Name' Delimiter "-" Position 6	IF 'Web analytics site source' contains Google: Extract 'Campaign Name' Delimiter " " Position 1 IF 'Web analytics site source' contains LinkedIn: Extract 'Campaign Name' Delimiter " " Position 2 IF 'Web analytics site source' contains AdRoll: Extract 'Campaign Name' Delimiter " " Position 3

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer'?

- A. Two separate patterns (filtered by LinkedIn or AdRoll sources)
Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).
A total of 3 patterns.
- B. Two separate patterns (filtered by LinkedIn or AdRoll sources).
Another single pattern for Campaign Name (filtered by Google Analytics source).
A total of 3 patterns.
- C. Two separate patterns (filtered by LinkedIn or AdRoll sources).Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.
- D. Two separate patterns (filtered by LinkedIn or AdRoll sources)
Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.
Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).
A total of 3 patterns

Answer: D

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

NEW QUESTION # 42

An implementation engineer has been provided with 4 different source files: 03m 16s

1. Twitter Ads
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter

Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID	1st Party Creative Image	1st Party Creative Group
-------------	--------------------------	--------------------------

Creative ID - links back to Creative Key (Twitter Ads)

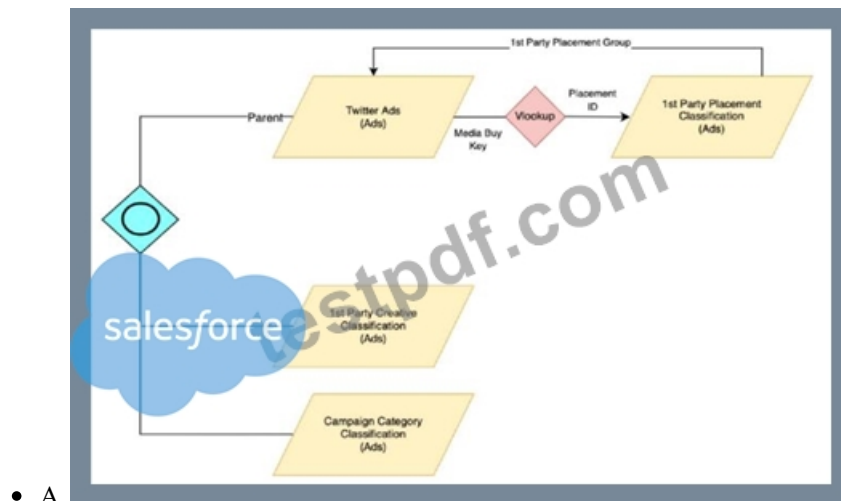
1st Party Placement Classification &

File structure/headers:

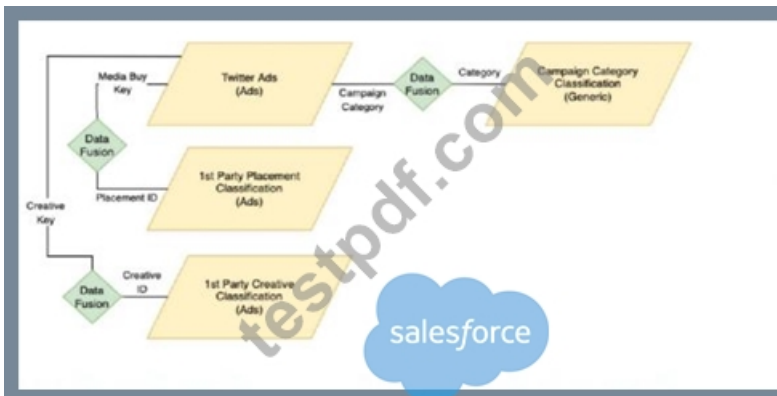
Placement ID	1st Party Placement Group
--------------	---------------------------

Category - links back to Campaign Category (Twitter Ads)

Which proposed solution meets the client's requirements for the above use case?

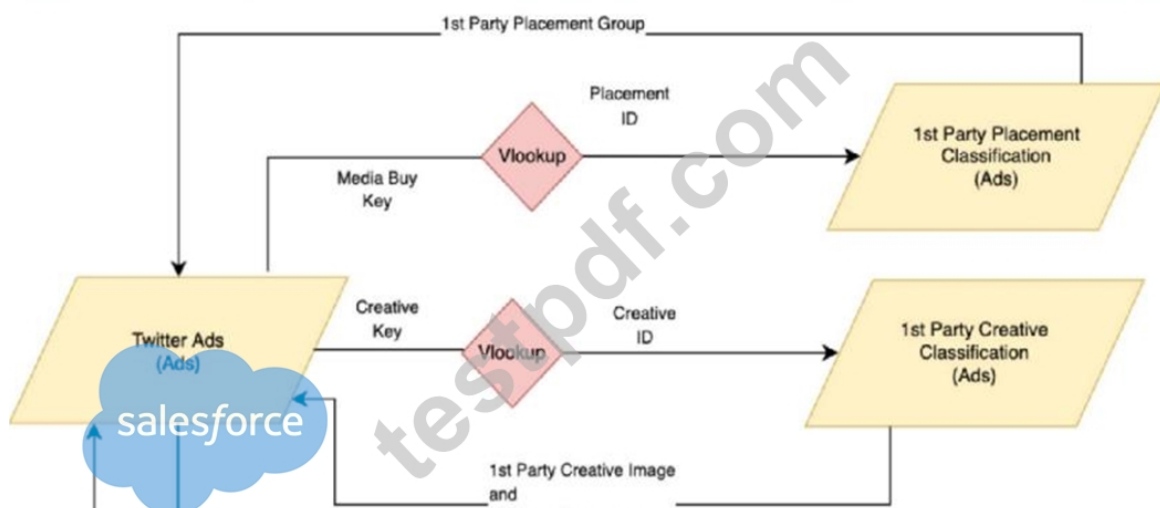


• A.

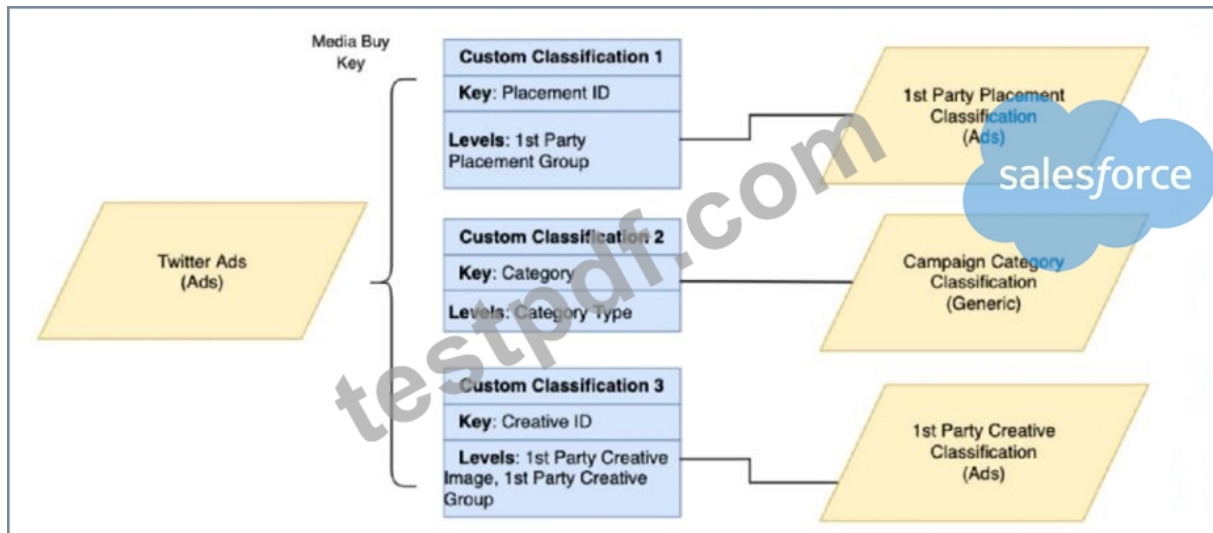


• B.

• C.



- D.



Answer: C

Explanation:

For the given use case, where the Twitter Ads data stream needs to be enriched with classifications from three other sources, the correct implementation would involve creating links between the various fields across these files.

Option A is correct because it shows the correct usage of the fields from the classification files:

"Creative ID" in the Creative Classification file is linked to the "Creative Key" in the Twitter Ads data, allowing for enrichment with creative details.

"Placement ID" in the Placement Classification file is linked to a corresponding field in the Twitter Ads data, allowing for placement details to be added.

"Category" in the Campaign Category Classification file is linked back to "Campaign Category" in the Twitter Ads data, thus enriching the campaign data with the correct categories.

This configuration correctly uses VLOOKUP to enrich the Twitter Ads data stream with additional details from the classification files, aligning with best practices for data integration and enrichment in Marketing Cloud Intelligence.

NEW QUESTION # 43

An implementation engineer has been provided with 4 different source files: 03m 16s

1. Twitter Ads
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID	1st Party Creative Image	1st Party Creative Group
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Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification &

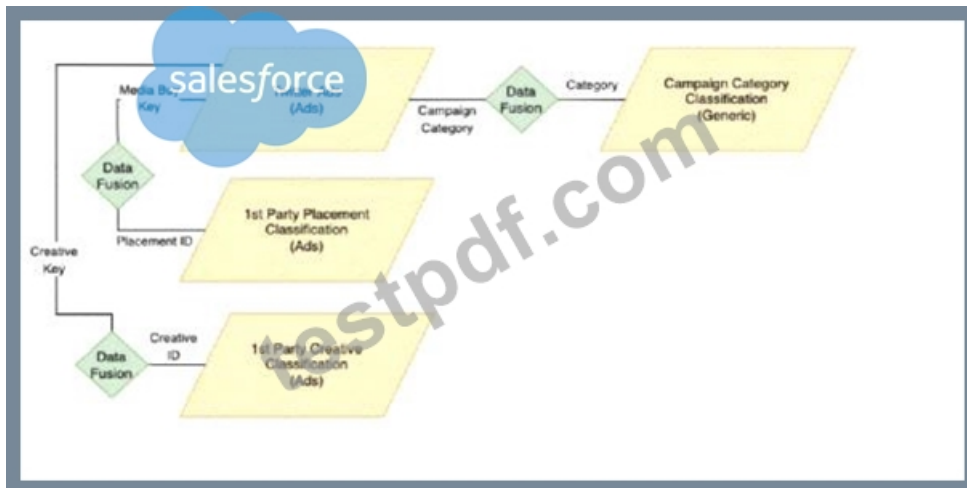
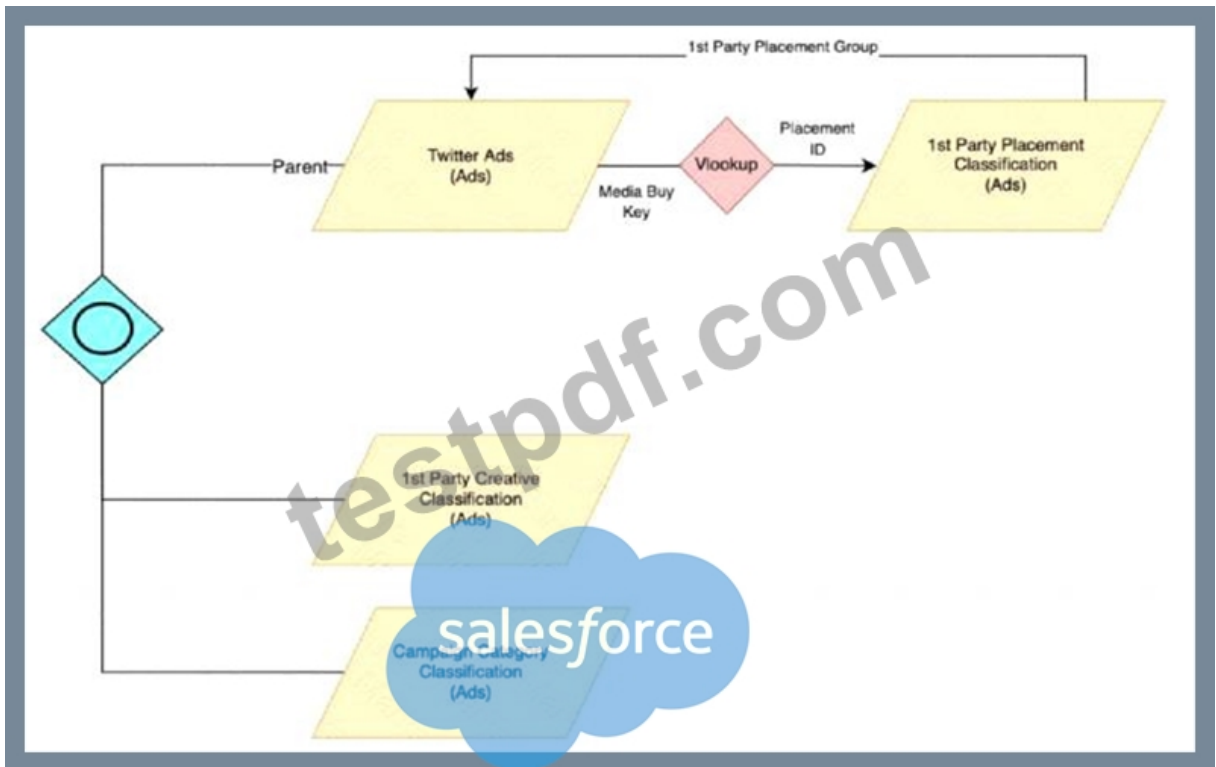
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

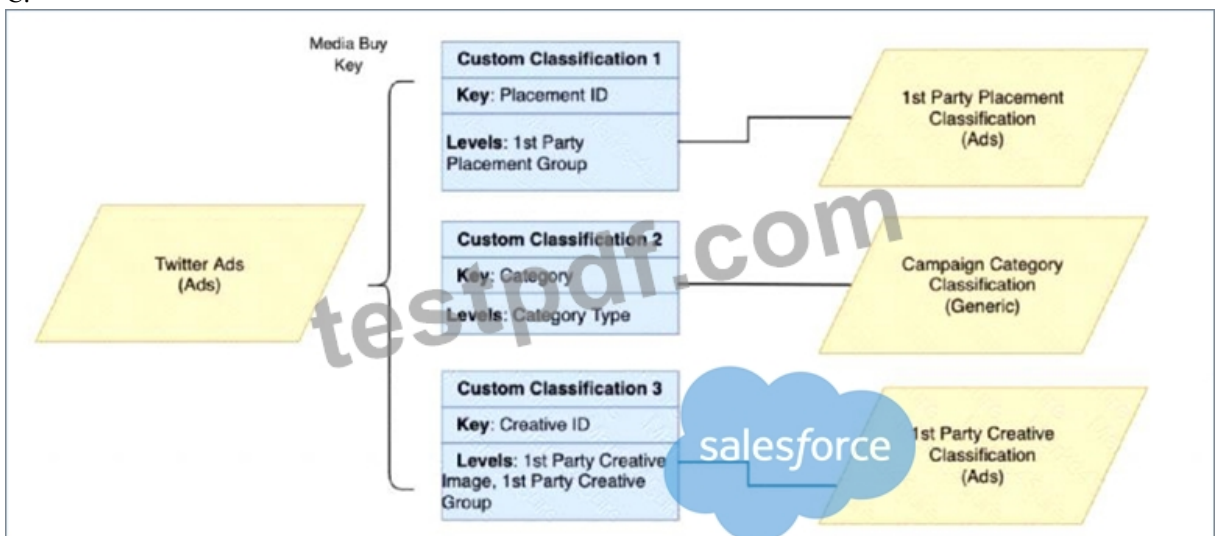
Category - links back to Campaign Category (Twitter Ads)

Which proposed solution meets the client's requirements for the above use case?

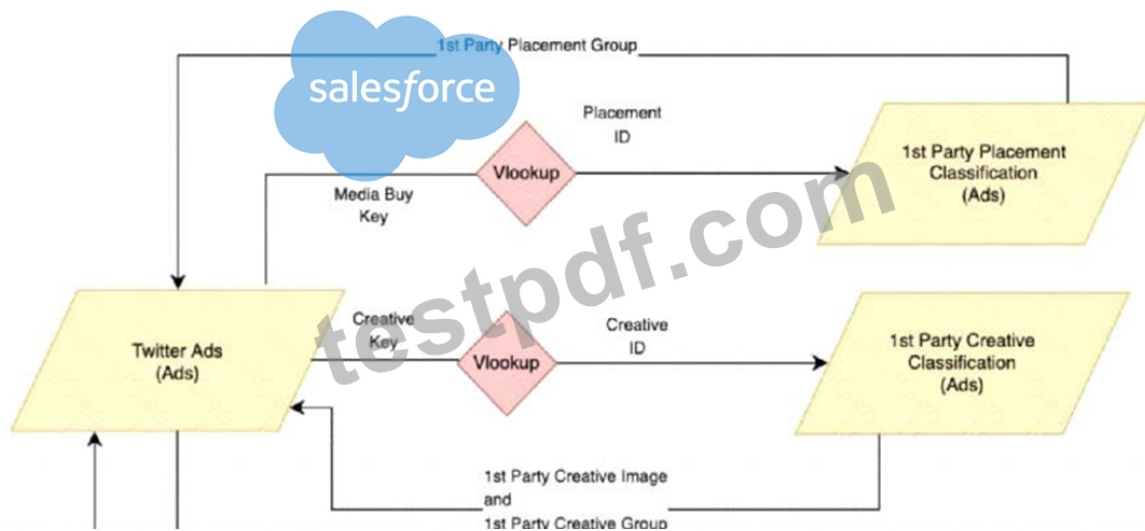
- A.



- B.
- C.



- D.



Answer: D

Explanation:

For the given use case, where the Twitter Ads data stream needs to be enriched with classifications from three other sources, the correct implementation would involve creating links between the various fields across these files.

Option A is correct because it shows the correct usage of the fields from the classification files:

* "Creative ID" in the Creative Classification file is linked to the "Creative Key" in the Twitter Ads data, allowing for enrichment with creative details.

* "Placement ID" in the Placement Classification file is linked to a corresponding field in the Twitter Ads data, allowing for placement details to be added.

* "Category" in the Campaign Category Classification file is linked back to "Campaign Category" in the Twitter Ads data, thus enriching the campaign data with the correct categories.

This configuration correctly uses VLOOKUP to enrich the Twitter Ads data stream with additional details from the classification files, aligning with best practices for data integration and enrichment in Marketing Cloud Intelligence.

NEW QUESTION # 44

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Mapping formula
- B. Data Fusion
- C. Vlookup 0
- D. Patterns
- E. Calculated Dimensions

Answer: A,D,E

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

* Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract

* segments of a string based on delimiters.

* Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

* Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields

efficiently.

NEW QUESTION # 45

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