

Salesforce

Marketing-Cloud-Intelligence
Marketing Cloud Intelligence Accredited Professional

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Question: 1

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A. Performance
- B. Ease of setup
- C. Ease of maintenance
- D. Scalability

Answer: A

Question: 2

Which two statements are correct regarding the Parent-Child configuration?

- A. Parent-Child configurations can cause performance issues
- B. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.
- C. Parent-Child links different tables based on shared key values
- D. Parent-Child allows sharing both dimensions and measurements

Answer: A, C

Question: 3

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

Answer: A, B, E

Question: 4

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" |

What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

- A. Ease of Maintenance
- B. Performance (Performance when loading a dashboard page)
- C. Use of code
- D. Scalability
- E. Processing (processing time when loading relevant data streams)

Answer: A, B, D

Question: 5

An implementation engineer is requested to apply the following logic:

| Data Source Name | Linkedin Ads | AdRoll | Google Analytics |
|------------------|---|---|---|
| Platform | Extract 'Campaign Name' Delimiter "_" Position 4 | Extract 'Media Buy Name' Delimiter "_" Position 3 | Extract Web Analytics Site Medium Delimiter "/" Position 0 |
| Line of Business | Extract 'Media Buy Name' Delimiter "_" Position 7 | Extract 'Media Buy Name' Delimiter "_" Position 2 | N/A |

To apply the above logic, the engineer used only the Harmonization Center, without any mapping manipulations. What is the minimum amount of Patterns creating both 'Platform' and 'Line of Business'?"

- A. 2
- B. 3
- C. 5
- D. 4

Answer: D

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