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Marketing Cloud Intelligence Accredited Professional Exam

Salesforce Marketing-Cloud-Intelligence

Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Data Management	89
Topic 2, Data Visualization	3
Topic 3, Analysis	1
Topic 4, Mix Questions	1
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QUESTION NO: 1

A daily media file repeats the same Approved Budget value on every Media Buy record within a Campaign. The client requires a Campaign Budget measurement that returns one budget value per Campaign and then returns the sum of campaign budgets when the report is grouped by Day.

Which two aggregation settings support the required result? Select two.

A. Resolve Approved Budget using SUM at the Media Buy Key grain.

B. Resolve Approved Budget using MAX at the Campaign Key grain.

C. Resolve Approved Budget using AVG at the Media Buy Key grain.

D. Aggregate the resulting Campaign Budget using SUM across Campaigns.

E. Aggregate the resulting Campaign Budget using MAX across all Campaigns on a Day.

ANSWER: B D

Explanation:

Resolve Approved Budget using MAX at the Campaign Key grain is correct because the budget is repeated on lower-grain Media Buy records. MAX returns the single campaign-level budget rather than summing duplicated values.

Aggregate the resulting Campaign Budget using SUM across Campaigns is correct because a daily report must add the resolved budget of each campaign. This produces the total of the campaign-level values, rather than one maximum for the entire day.

Summing Approved Budget at the Media Buy level inflates the result. Averaging can appear correct only when all repeated values are identical and is not a reliable definition of the intended campaign-level metric.

QUESTION NO: 2

An implementation engineer has been provided with the below dataset:

Date	Media Buy Key	Cost	Clicks	CPC
01/01/2021	Key 1	30	3	10
01/01/2021	Key 2	1	5	0.2
01/01/2021	Key 3	2	4	0.1
01/01/2021	Key 4	2	8	3

*Note: CPC = Cost per Click

Formula: Cost / Clicks

Which action should an engineer take to successfully integrate CPC?

A. Populate the logic within a custom measurement. No need to change Aggregation.

B. Unmap it, as Datorama will calculate it automatically.

C. Populate the logic within a custom measurement. Set Aggregation to AVG.

D. Populate the logic within a custom measurement. Set Aggregation to SUM.

ANSWER: A

Explanation:

Populate the logic within a custom measurement. No need to change Aggregation. is correct because CPC is a derived, non-additive rate calculated from the two underlying additive measures: Cost and Clicks. The custom measurement should express the supplied relationship, Cost divided by Clicks, so that Marketing Cloud Intelligence calculates the rate from the

relevant underlying values at the reporting level. This preserves the intended weighted CPC calculation when data is viewed across multiple records, campaigns, or time periods: total cost is evaluated in relation to total clicks rather than combining precomputed CPC values. The aggregation behavior for the source measures remains appropriate—Cost and Clicks are summed according to their native metric configuration—and the formula then produces CPC. No separate AVG or SUM aggregation setting is needed for the calculated CPC result itself. Custom measurements are designed to extend the data model with formulas based on available measurements, enabling derived KPIs such as rates and ratios. See Salesforce Trailhead's Marketing Cloud Intelligence Basics and the Salesforce Marketing Cloud Intelligence documentation for product guidance and measurement configuration resources.

QUESTION NO: 3

A client provides the following three files:

File A:

Day	Media Buy Key	MB Name	Impressions
01-Mar-20	Key 1	MB_1	100
01-Mar-20	Key 2	MB_2	200
01-Mar-20	Key 3	MB_3	300

File B:

MB Name	MB New Name
MB_1	MB_New_1
MB_2	MB_New_2

File C:

Day	Media Buy New Name	MB Group	Installs
01-Mar-20	MB_New_1	Group A	10
01-Mar-20	MB_New_2	Group B	20

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

Day	Media Buy New Name	MB Name	MB Group	Installs
01-Mar-20	MB_New_1	MB_1	Group A	10
01-Mar-20	MB_New_2	MB_2	Group B	20

Which proposed solution would cause a false connection between the two files?

A. Custom classification

B. Data Classification

C. VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"

D. VLOOKUP in Data Stream C. Vlookup will return "MB Name"

ANSWER: C

Explanation:

"VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"" would cause a false connection because it attempts to enrich Data Stream B with fields that belong to the Ads-based data context rather than establishing the intended relationship between the data in Files B and C. In Marketing Cloud Intelligence, a VLOOKUP derives a value by matching a lookup key. Its output is only reliable when the key identifies the correct source record at the required reporting grain. Returning Day and Installs into Data Stream B can make records appear related through a shared or insufficiently unique media-buy value, even

though the lookup does not represent the genuine File B–File C relationship. This can duplicate, misattribute, or otherwise associate metrics with the wrong rows in the resulting view. A valid model must preserve the intended granularity and use a stable common identifier for the data being connected, so that each lookup result corresponds to the appropriate source record. Salesforce documents VLOOKUP as a data-transformation capability whose result depends on matching the designated lookup field and source value; it should therefore be applied only where that matching relationship is semantically valid. See Salesforce Help: VLOOKUP and Salesforce Help: Data Streams.

QUESTION NO: 4

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:

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 Key.

B. All fields are mapped except for the Creative Name

C. All fields are mapped except for the Media Buy Name.

D. All fields are mapped except for the Campaign Key

ANSWER: D

Explanation:

All fields are mapped except for the Campaign Key because mapped key dimensions establish the grain at which Marketing Cloud Intelligence stores and aggregates incoming records. During standard file ingestion, Marketing Cloud Intelligence uses the selected mapped dimensions, together with the relevant measure and date context, to identify distinct records in the data stream. Campaign Key is the identifier that preserves the campaign-level relationship for media-buy data. If that source column is not mapped, rows that differ only by campaign can be treated as the same record at the remaining mapped dimensional grain. Their measure values can consequently be consolidated rather than retained as separate ingested rows. This explains how a file containing more source records can result in only three rows added to the data stream. QA should therefore compare the source file's distinct combinations of mapped dimensions with the data stream's resulting record grain, paying particular attention to key fields that distinguish otherwise similar media-buy rows. Salesforce's Marketing Cloud Intelligence documentation describes how the platform's data model and ingestion mapping determine the way data is structured and available for analysis. See Salesforce Help: Marketing Cloud Intelligence Data Model and Salesforce Trailhead: Marketing Cloud Intelligence Basics.

QUESTION NO: 5

A client receives a Twitter Ads performance file and two classification files. The Creative Classification file contains Creative ID and Creative Type. The Placement Classification file contains Media Buy ID and Placement Group.

The client wants to enrich Twitter Ads performance data with both classification fields while retaining the original performance measurements.

Which two configurations are appropriate? Select two.

A. Link Creative ID in the Creative Classification file to Creative Key in the Twitter Ads data.

B. Link Media Buy ID in the Placement Classification file to Media Buy Key in the Twitter Ads data.

C. Map Creative Type and Placement Group as additive measurements.

D. Link both classification files to Twitter Ads by Day only.

E. Map Creative ID and Media Buy ID as Media Cost measurements.

ANSWER: A B

Explanation:

Link Creative ID in the Creative Classification file to Creative Key in the Twitter Ads data is correct because Creative Type describes the creative entity and must be associated with the matching creative-level records.

Link Media Buy ID in the Placement Classification file to Media Buy Key in the Twitter Ads data is correct because Placement Group describes the media-buy or placement context.

Classification values are descriptive dimensions, not measurements. Day alone is not a stable identifier for associating classifications with the correct creative or media buy.

QUESTION NO: 6

A client provides the following three files:

File A:

File B:

File C:

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

Which proposed solution would cause a false connection between the two files?

A. Custom classification

B. Data Classification

C. VLOOKUP in Data Stream B. Vlookup will return â€œDayâ€□ and â€œInstallsâ€□

D. VLOOKUP in Data Stream C. Vlookup will return "MB Nameâ€□

ANSWER: C

Explanation:

“VLOOKUP in Data Stream B. Vlookup will return â€œDayâ€□ and â€œInstallsâ€□” would cause a false connection because a lookup must use a field that reliably identifies the same record or entity in both source files. In this scenario, returning Day and Installs through a lookup from Data Stream B does not establish a valid, shared relationship between the records represented by Files B and C. A date is ordinarily not a sufficient media-buy identifier, and an installs metric is a measure rather than a durable key for associating rows. As a result, the lookup can associate values with unrelated media-buy records and create misleading combined data in the resulting view. Marketing Cloud Intelligence data modeling depends on mapping and harmonizing dimensions so that data is connected through consistent identifiers. The appropriate relationship for these files should be based on the common media-buy naming dimension, such as Media Buy New Name, when that value has been standardized consistently in both streams. This preserves the intended grain of the data and prevents metrics from being attributed to the wrong entity. See Salesforce’s Marketing Cloud Intelligence data model documentation and the Marketing Cloud Intelligence data management module for guidance on harmonization and data connections.

QUESTION NO: 7

A client needs a standardized Product Family field across several data streams. Each source stores the relevant value in a different naming convention, but the final reporting field must contain only the approved values Core, Premium, and Enterprise.

Which three actions support a scalable Harmonization Center design? Select three.

A. Create one harmonized Product Family dimension for the workspace.

B. Create patterns for the applicable source structures.

C. Use classification rules to standardize extracted values to the approved taxonomy.

D. Create a separate Product Family dimension for every data stream.

E. Map Product Family as an additive measurement.

ANSWER: A B C

Explanation:

Create one harmonized Product Family dimension provides a common reporting field across the workspace. **Create patterns for the applicable source structures** enables Marketing Cloud Intelligence to extract the relevant values from each naming convention. **Use classification rules to standardize the extracted values** ensures that the final dimension contains the approved business taxonomy.

Creating a separate Product Family dimension for each stream defeats the cross-channel reporting requirement. Mapping Product Family as a measurement is incorrect because it is a descriptive reporting dimension, not a numeric KPI.

QUESTION NO: 8

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.

For example:

Campaign Name: AFD@Mulop-1290

Desired outcome: AFD

Other examples:

Which formula will return the desired values?

A. LEFT(EXTRACT(csy[‘campaign_name]],~',0),3)

B. EXTRACT(csv['campaign_name']; '@'; 1)

C. EXTRACT(csv[campaign_name'],—,0)

D. EXTRACT(EXTRACT(csv['campaign_name]]/@',1),-,0)

E. LEFT(EXTRACT(csv[campaign_name'}/—',1),3)

ANSWER: B

Explanation:

`EXTRACT(csv['campaign_name']; '@'; 1)` returns the required campaign code because it splits each value in the `campaign_name` source field using `@` as the delimiter and selects the first resulting segment. For the value `AFD@Mulop-1290`, the text before the delimiter is `AFD`, which is the requested outcome. This approach is preferable to simply taking a fixed number of characters because it follows the actual naming convention: the desired value is the first delimiter-separated component. Therefore, it continues to identify the complete first segment when campaign codes vary in length, provided the `@` delimiter remains the convention. In Marketing Cloud Intelligence, transformation formulas are used during data preparation to derive standardized dimensions and values from imported source fields. Applying this extraction at the data-processing level makes the resulting campaign-code value available consistently for mapping, filtering, and reporting. Salesforce describes Marketing Cloud Intelligence as a platform for harmonizing marketing data and creating reporting-ready insights; see Salesforce Marketing Cloud Intelligence. For foundational product learning and data-management context, see the official Marketing Cloud Intelligence Basics Trailhead module.

QUESTION NO: 9

A CRM workspace has slow dashboard load times. The CRM data stream contains high volumes of Leads and Opportunities, and most dashboard widgets use calculated measurements.

Which two changes are most likely to reduce dashboard query work? Select two.

A. Avoid pacing unless daily CRM-grain rows are required.

B. Map directly available source metrics as measurements where possible.

C. Replace directly mapped measurements with calculated measurements.

D. Create additional parent-child relationships for the CRM data streams.

E. Add more dashboard breakdown dimensions to each widget.

ANSWER: A B

Explanation:

Avoid pacing unless daily CRM-grain rows are required is correct because pacing can create daily rows for every Lead and Opportunity key, substantially increasing the volume queried by dashboards.

Map directly available source metrics as measurements where possible is also correct. When every metric is calculated, dashboard queries must evaluate additional calculation logic. Directly mapped measurements can reduce the amount of calculation required when the dashboard is loaded.

Adding more calculated measurements or more parent-child relationships increases rather than reduces reporting complexity.