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## Salesforce AP-215 Exam Syllabus Topics:

| Section                                  | Weight | Objectives                                                                                                                                                     |
|------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1: Calculated Fields and Functions | 5%     | <ul style="list-style-type: none"><li>- Extract and transformation formulas</li><li>- VLOOKUP and FUZZYVLOOKUP</li><li>- Custom calculations</li></ul>         |
| Topic 2: Reporting and Analytics         | 12%    | <ul style="list-style-type: none"><li>- Insight generation and interpretation</li><li>- Attribution models</li><li>- Report creation and scheduling</li></ul>  |
| Topic 3: Data Harmonization              | 3%     | <ul style="list-style-type: none"><li>- Cross-source alignment</li><li>- Standardization methods</li><li>- Pros and cons of harmonization approaches</li></ul> |
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>> AP-215 Exam Vce Format <<

## Salesforce - AP-215 - Latest Marketing Cloud Intelligence Accredited Professional Exam Vce Format

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q23-Q28):

### NEW QUESTION # 23

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:<br>If code = "awa" → "Awareness"<br>If code = "trg" → "Retargeting"<br>If code = "crv" → "Conversion"<br>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. Processing (processing time when loading relevant data streams)

- C. Scalability
- D. Use of code
- E. Performance (Performance when loading a dashboard page)

**Answer: A,C,E**

Explanation:

Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:

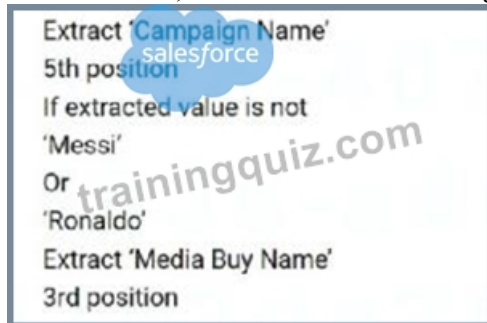
Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.

Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.

Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

#### NEW QUESTION # 24

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:



Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name
- B. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo') for the final Harmonized Dimension.
- C. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- D. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.

**Answer: B**

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

#### NEW QUESTION # 25

A client's data consists of three data streams as follows:

Data Stream A:

| Day       | Media Buy Key | Campaign Key | Impressions | Revenue |
|-----------|---------------|--------------|-------------|---------|
| 01-Apr-20 | MBK_1         | CK_3         | 100         | \$ 1    |
| 01-Apr-20 | MBK_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_1        | 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_3         | CK_3         | SK_C_2   | SN_C_2    | \$ 7    |

- \* The data streams should be linked together through a parent-child relationship.
  - \* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.
- Which data stream should be set as a parent?

- A. Data Stream C
- B. Data Stream A
- C. Any of the data streams can technically be the parent
- D. Data Stream B

**Answer: A**

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

## NEW QUESTION # 26

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. vLookuP
- C. Calculated Dimension
- **D. Patterns**

**Answer: D**

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 # 27

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" - Main Generic Entity Attribute

"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 11th. What is the number of opportunities in the Interest stage?

- A. 0

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

**Answer: D**

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th, there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

## NEW QUESTION # 28

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