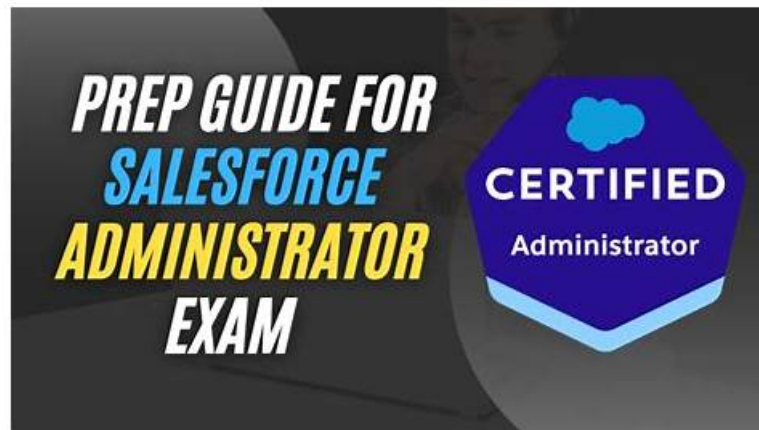# How You Can Pass the Salesforce AP-215 Exam with Excellent Marks

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q49-Q54):

NEW QUESTION # 49
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:

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. Calculated Dimension
- B. Patterns
- C. Mapping Formulas
- D. vLookuP

Answer: B

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 # 50

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.

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

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

Answer: B

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 # 51

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.

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" - Generic Entity Key 2
"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 7th - 10th. How many different stages are presented in the table?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: A

Explanation:
Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages. Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

NEW QUESTION # 52
Which three statements describe Overarching Entities? 03m 23s

- A. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.
- B. The values of these entities are stored at the workspace level, rather than the data stream level
- C. These are mappable dimensions that are present in each and every dataset type
- D. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
- E. When needed, these entities can act as a main entity, replacing the original one.

Answer: A,B,E

Explanation:
Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:
B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.
C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.
E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

NEW QUESTION # 53
Source 3:
Via the harmonization Center, the Client has created Patterns and applied a classification rule using source 2.
While performing QA, you have spotted that the final value of clicks for Product Group A is 10, where it should've been i5.
How can an implementation engineer fix this discrepancy?

- A. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.
- B. Uncheck the "Case Sensitive" checkbox in the data classification
- C. Leave the "Case Sensitive" checkbox in the data classification unchecked
- D. Toggle the 'Structure Compliant' OFF.

Answer: B

Explanation:
Case Sensitivity Issue:
The discrepancy in the "Clicks" value for Product Group A (10 instead of 15) likely arises from a mismatch caused by case sensitivity in the classification rules. If some data entries use different capitalization (e.g., "Product Group A" vs. "product group a"), the system might treat them as distinct entries, leading to incorrect aggregations.
Solution:
By unchecking the "Case Sensitive" checkbox, the harmonization process will treat entries with different capitalization as the same value. This ensures consistent classification and resolves discrepancies in aggregated metrics like "Clicks."

NEW QUESTION # 54

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