

# AP-215 Exam Questions: Marketing Cloud Intelligence Accredited Professional & AP-215 Exam Preparation



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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q53-Q58):

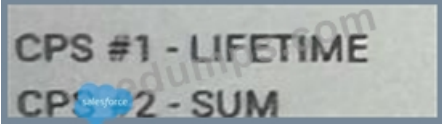
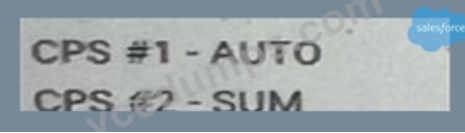
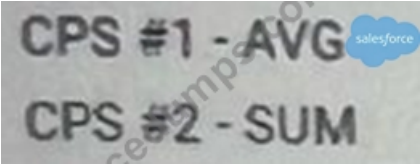
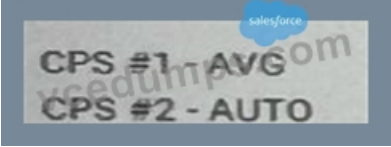
NEW QUESTION # 53

A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic: (Media Cost) / Sign-ups) As can be seen in the table below, CPS was created twice and was set with two different aggregations:

Campaign Name	Media B	Media Cost	Sign-ups	CPS #1	CPS #1
ATR	35462	\$2.00	11	\$0.18	\$0.18
ATR	33311	\$1.00	4	\$0.25	\$0.25
Total		\$3.00	15	\$0.20	\$0.43

From looking at the table, what are the aggregation settings for each one of the newly created KPIs?

- A. 
- B. 
- C. 
- D. 

**Answer: B**

Explanation:

The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

#### NEW QUESTION # 54

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

Answer: A,D,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 # 55

A client Ingested the following We into Marketing Cloud Intelligence:

Date	Media Buy Key	Campaign Name	Campaign Group	Clicks	Media Cost	Campaign Planned Clicks
01/01/2021	MBK1	Campaign AAA	CampaignGroupAB	544	40	2000
01/01/2021	MBK4	Campaign BBB	CampaignGroupAB	760	15	1500
01/01/2021	MBK2	Campaign AAA	CampaignGroupAB	494	63	2000
01/01/2021	MBK3	Campaign AAA	CampaignGroupAB	527	56	2000
01/01/2021	MBK5	Campaign CCC	CampaignGroupCD	240	18	1300
01/01/2021	MBK7	Campaign DDD	CampaignGroupCD	58	84	1000
01/01/2021	MBK6	Campaign CCC	CampaignGroupCD	564	10	1300

The mapping of the above file can be seen below:

Date - Day

Media Buy Key - Media Buy Key

Campaign Name - Campaign Name

Campaign Group -. Campaign Custom Attribute 01

Clicks -> Clicks

Media Cost -> Media Cost

Campaign Planned Clicks -> Delivery Custom Metric 01

The client would like to have a "Campaign Planned Clicks" measurement.

This measurement should return the "Campaign Planned Clicks" value per Campaign, for example:

For Campaign Name 'Campaign AAA', the "Campaign Planned Clicks" should be 2000, rather than 6000 (the total sum by the number of Media Buy keys).

In order to create this measurement, the client considered multiple approaches. Please review the different approaches and answer the following question:

	Notes	Measurement Name	Granularity	Aggregation Function	Formula
Option 1	Within the mapping, the client changed the Aggregation Function of Campaign Planned Clicks to SUM	Campaign Planned Clicks 1	--	--	--
Option 2	Within the mapping, the client changed the Aggregation Function of Campaign Planned Clicks to AVG	Campaign Planned Clicks 2	--	--	--
Option 3	--	Campaign Planned Click 3	Media Buy Key	MAX	[Campaign Planned Click]
Option 4	--	Campaign Planned Click 4	Media Buy Key	MIN	[Campaign Planned Click]
Option 5	--	Campaign Planned Click 5	Campaign Key	AVG	[Campaign Planned Click]

Which two options will yield a false result:

- A. Option 4
- B. Option 2
- C. Option 5
- D. Option 3
- E. Option 1

Answer: C,E

Explanation:

The goal is to obtain a "Campaign Planned Clicks" value per Campaign, not accumulated by Media Buy keys. Option 1 (SUM aggregation function) would sum all the "Campaign Planned Clicks" across Media Buy keys which would not yield the unique value per Campaign. Similarly, Option 5 (AVG aggregation function at Campaign Key level) would incorrectly average the values. Both options do not provide a way to return a singular "Campaign Planned Clicks" value for each Campaign.

### NEW QUESTION # 56

Client has provided sample files of their data from the following data sources:

Google Campaign Manager

data_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	clicks	impressions	cost
20/02/2020	Name A	517773	3114	Site1	726	QWE_bhv_vid_guaran_uk	2	591	21
20/02/2020	Name B	514257	3115	Site2	726	QWE_bhv_vid_guaran_uk	0	955	26
20/02/2020	Name C	853853	3115	Site2	882	QWE_bhv_dis_guaran_JT	0	558	98
20/02/2020	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097	97

Google DV360

data_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	Video views	fully played	cost
20/02/2020	Name A	17654	3114	Site1	726	QWE_bhv_vid_guaran_uk	102	11	58
20/02/2020	Name B	77654	3115	Site2	726	QWE_bhv_vid_guaran_uk	118	162	75
20/02/2020	Name C	71930	3114	Site1	234	QWE_ret_disp_guaran_BR	156	40	32
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	2	98

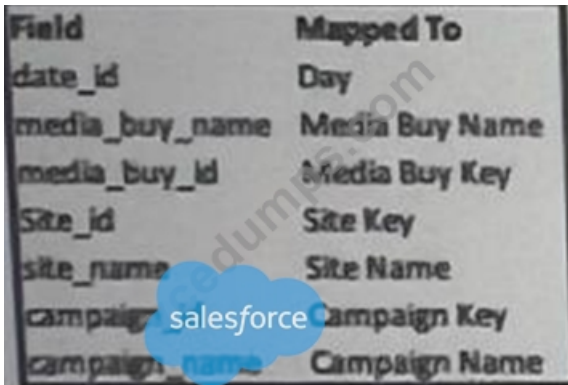
Below are the requirements from the client and additional information:

\* The sources are linked to each other by shared Media Buy names.

\* In addition-to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.

\* The source of truth for cost is Google DV360.

As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:



Field	Mapped To
date_id	Day
media_buy_name	Media Buy Name
media_buy_id	Media Buy Key
Site_id	Site Key
site_name	Site Name
campaign_id	Campaign Key
campaign_name	Campaign Name

Please note:

\* All other measurements were mapped as well to the appropriate fields.

\* No other mapping manipulations or formulas were implemented.

How many records will the merged table hold?

- A. 0
- B. Depends on the Data Updates Permissions
- C. 1
- D. 2

**Answer: A**

Explanation:

Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

#### NEW QUESTION # 57

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 Confirmed Interest stage?

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

**Answer: B**

Explanation:

Based on the data provided and the date filter set to January 11th, there are no records for 'Confirmed Interest' on that specific date in the Opportunity file. Thus, the number of opportunities in the 'Confirmed Interest' stage for January 11th would be zero (0). In Salesforce Marketing Cloud Intelligence, when creating pivot tables, the data is aggregated based on the selected filters. If no records meet the filter criteria, the result for that category would be zero. The answer is supported by best practices in data analysis and reporting within Salesforce Marketing Cloud Intelligence, where date filters are applied to segment and analyze data.

**NEW QUESTION # 58**

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