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Over the past few years, we have gathered hundreds of industry experts, defeated countless difficulties, and finally formed a complete learning product - AP-215 test answers, which are tailor-made for students who want to obtain Salesforce certificates. According to statistics, by far, our AP-215 Guide Torrent has achieved a high pass rate of 98% to 99%, which exceeds all others to a considerable extent. At the same time, there are specialized staffs to check whether the Marketing Cloud Intelligence Accredited Professional test torrent is updated every day.

Salesforce AP-215 Exam Syllabus Topics:

Section	Objectives
Topic 1: Data Modeling and Transformation	- Metrics and dimensions configuration - Data model structure and schema design - Normalization and harmonization
Topic 2: Marketing Use Cases and Activation	- Campaign performance analysis - Cross-channel marketing insights - Business reporting use cases
Topic 3: Administration and Security	- Data access control - User roles and permissions - Platform configuration
Topic 4: Analytics and Dashboarding	- Insights and reporting - Visualization best practices - Dashboard creation and configuration
Topic 5: Data Quality and Troubleshooting	- Data validation and monitoring - Performance optimization - Error handling and debugging
Topic 6: Data Ingestion and Integration	- Data ingestion processes - Data sources and connectors - Data synchronization and scheduling

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AP-215 Exam Dumps - Secret To Pass In First Attempt [2026]

There is no doubt that we all dream of working for top companies around the globe. Some people make it through but some keep on thinking about how to break that glass. If you are among those who belong to the latter category, you should start the

preparations for the Marketing Cloud Intelligence Accredited Professional (AP-215) certification exam to improve your knowledge, expertise and crack even the toughest interview easily.

Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

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

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	1
01-Apr-20	MBK_2	MBN_A_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_2	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_5	CK_5	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.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK_3'?

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

Answer: A

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK_3' has 100 impressions.

NEW QUESTION # 61

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 Buy Key	Media Cost	Sign-ups	CPS #1	CPS #2
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. CPS #1 - AVG
CPS #2 - AUTO
- B. CPS #1 - AUTO
CPS #2 - SUM

- C.

CPS #1 - LIFETIME
CPS #2 - SUM

- D.

CPS #1 - AVG
CPS #2 - SUM

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 # 62

An implementation engineer has been provided with 4 different source files: 03m 16s

1. Twitter Ads
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID	1st Party Creative Image	1st Party Creative Group
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Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification &

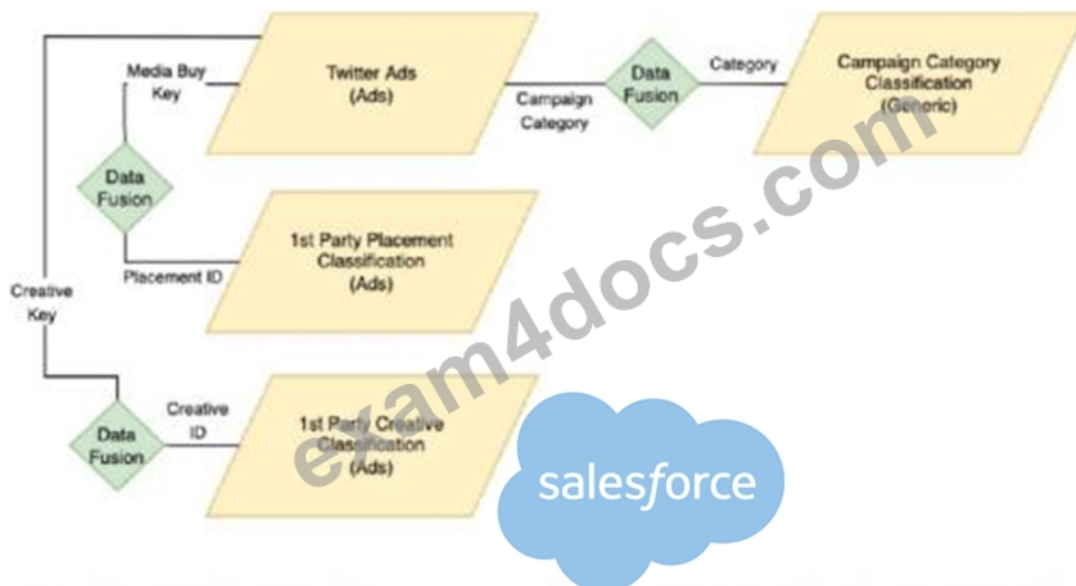
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

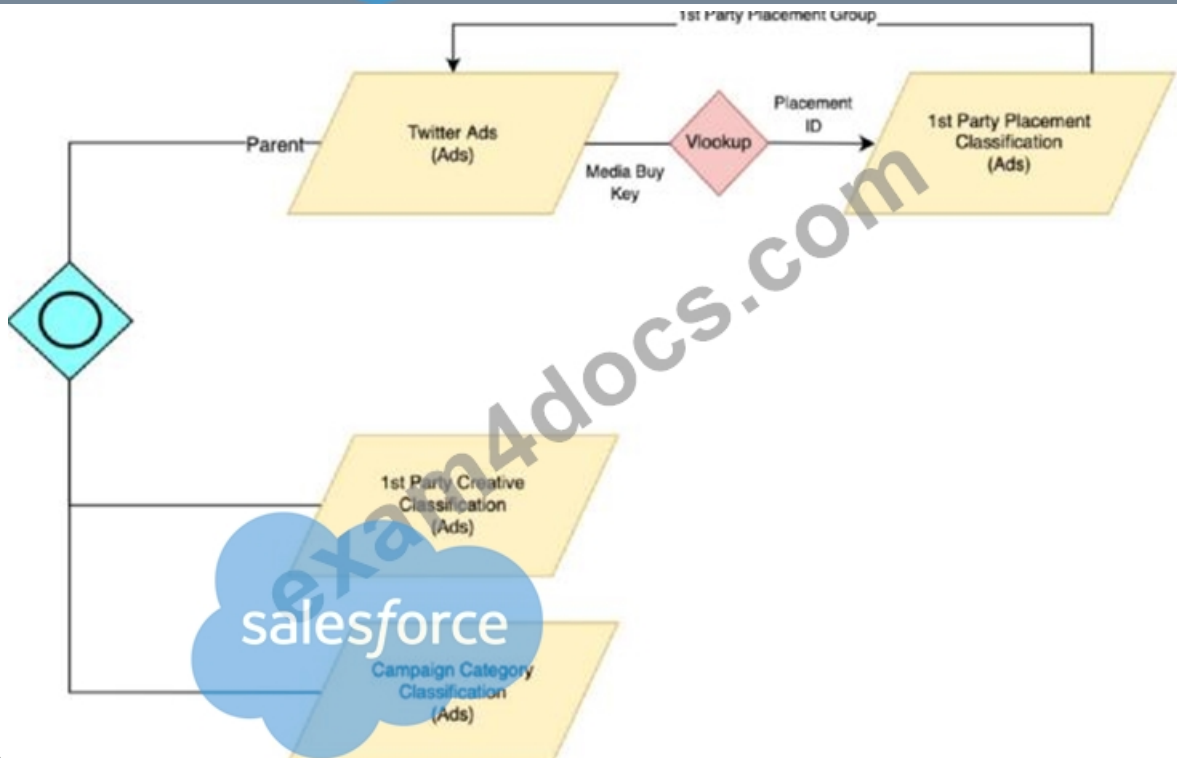
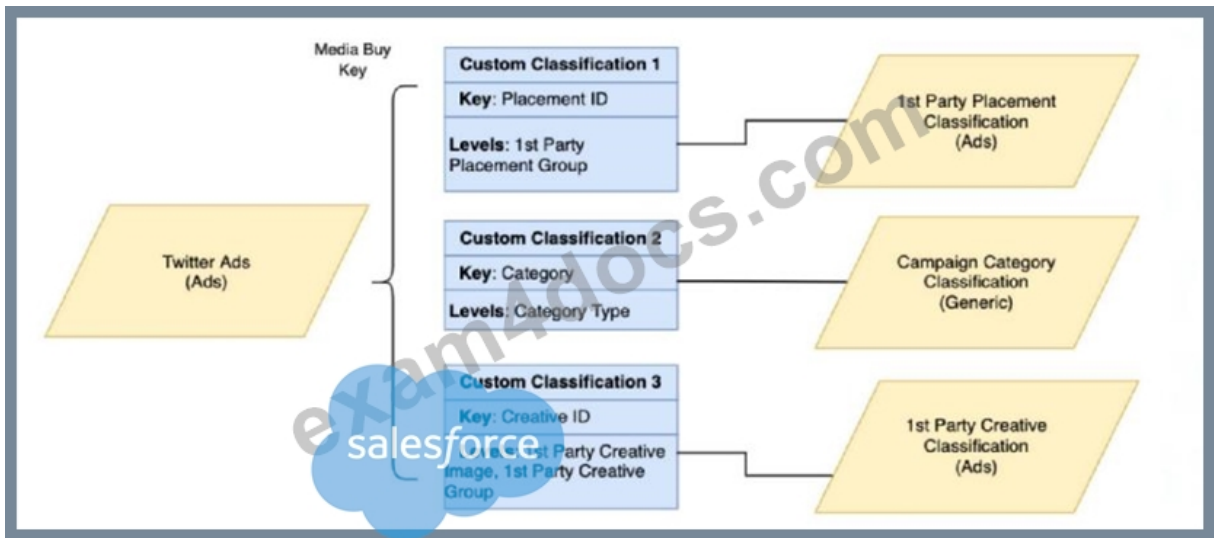
Category - links back to Campaign Category (Twitter Ads)

Which proposed solution meets the client's requirements for the above use case?

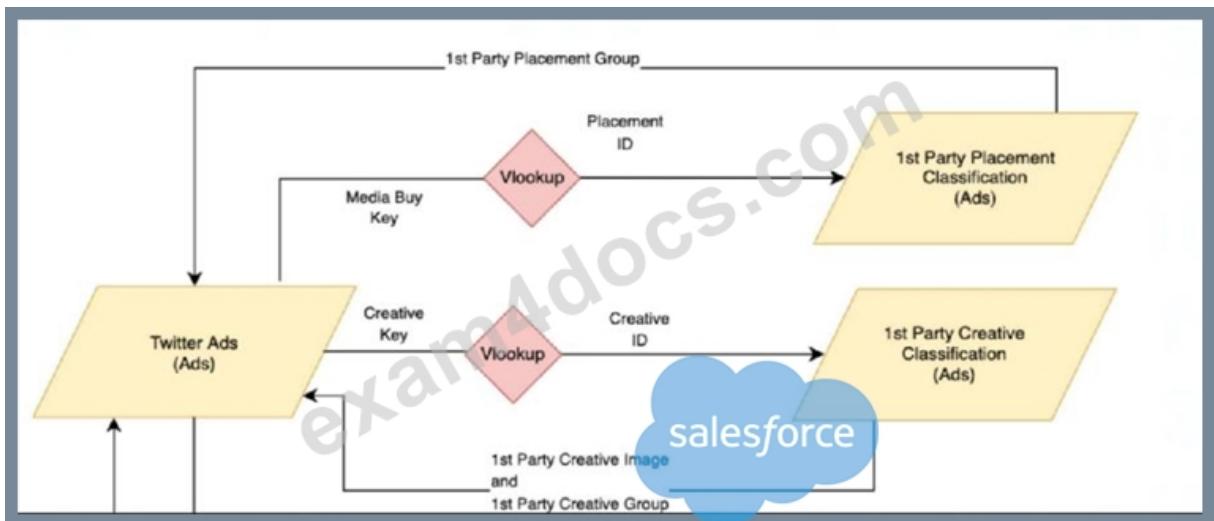
- A.



- B.



- C.
- D.



Answer: D

Explanation:

For the given use case, where the Twitter Ads data stream needs to be enriched with classifications from three other sources, the correct implementation would involve creating links between the various fields across these files.

Option A is correct because it shows the correct usage of the fields from the classification files:

"Creative ID" in the Creative Classification file is linked to the "Creative Key" in the Twitter Ads data, allowing for enrichment with creative details.

"Placement ID" in the Placement Classification file is linked to a corresponding field in the Twitter Ads data, allowing for placement details to be added.

"Category" in the Campaign Category Classification file is linked back to "Campaign Category" in the Twitter Ads data, thus enriching the campaign data with the correct categories.

This configuration correctly uses VLOOKUP to enrich the Twitter Ads data stream with additional details from the classification files, aligning with best practices for data integration and enrichment in Marketing Cloud Intelligence.

NEW QUESTION # 63

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

Answer: A,B,D

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

NEW QUESTION # 64

An implementation engineer has been provided with 4 different source files: 03m48s

1. Twitter Ads ~
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID	1st Party Creative Image	1st Party Creative Group
-------------	--------------------------	--------------------------

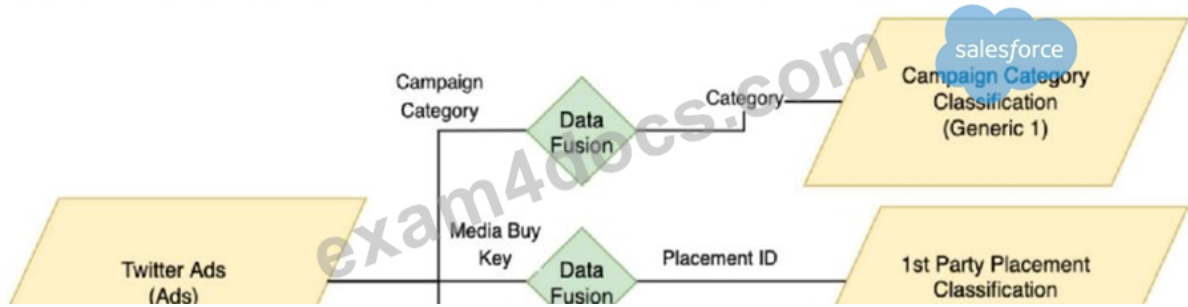
Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

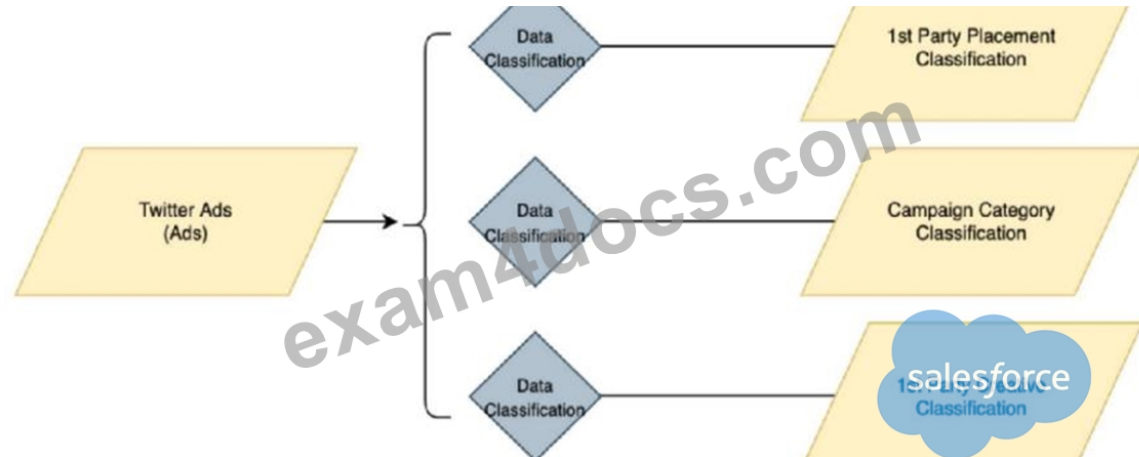
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

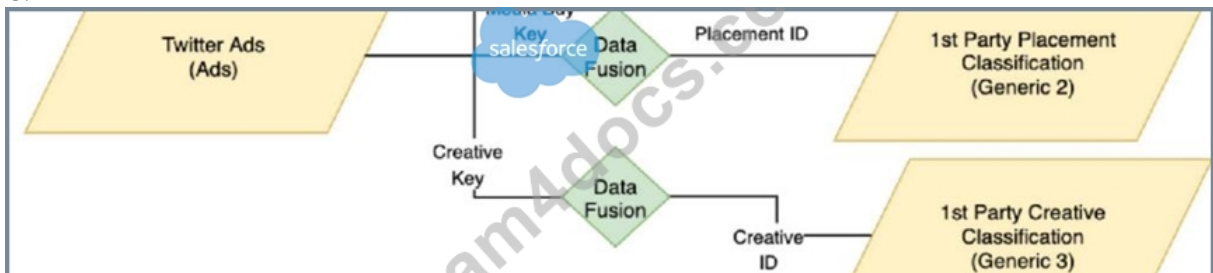
- A.



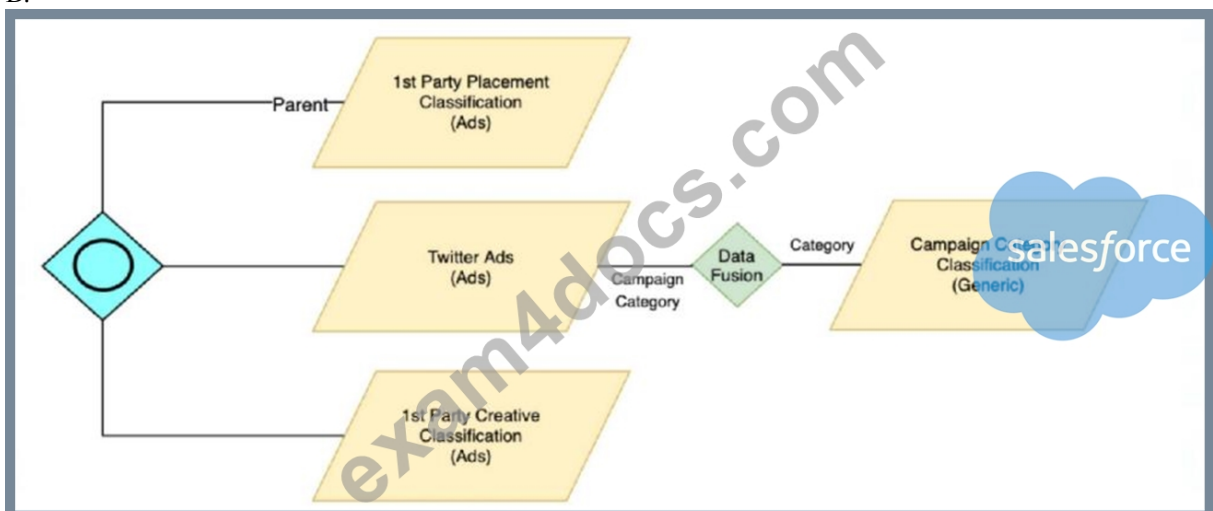
- B.



- C.



- D.



Answer: B

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

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