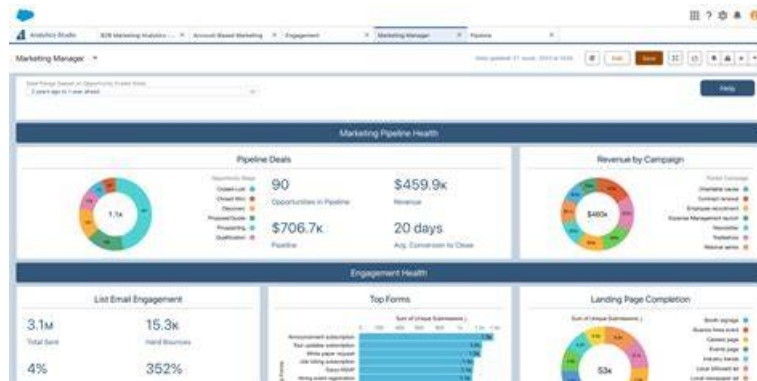


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Salesforce AP-215 Exam Syllabus Topics:

Section	Weight	Objectives
Data Mapping and Modeling	5%	- Dimensions and measures - Data structure and relationships - Source of truth configuration
Data Integration and Ingestion	12%	- Refresh schedules and data flow - Data streams and connectors - API and file-based import
Automation and Workflow	5%	- Automated distribution - Workflow setup
Data Quality and Cleansing	7%	- Duplicate management - Validation rules - Error handling and correction
Performance and Troubleshooting	5%	- Common issues and fixes - Monitoring and optimization
Dashboards and Visualization	15%	- Chart types and usage - KPI and metric display - Dashboard design and layout
Datasets and Data Views	10%	- Dataset creation and management - Filtering and segmentation - View configuration and sharing
General Functionalities	13%	- Basic concepts and terminology - Navigation and interface - Core platform capabilities
Overarching Entities	3%	- Use cases and application scenarios - Structure and configuration
Reporting and Analytics	12%	- Attribution models - Report creation and scheduling - Insight generation and interpretation

Calculated Fields and Functions	5%	- Extract and transformation formulas - Custom calculations - VLOOKUP and FUZZYVLOOKUP
Data Permissions and Governance	5%	- Parent-child data setups - User access and roles - Data update controls
Data Harmonization	3%	- Pros and cons of harmonization approaches - Cross-source alignment - Standardization methods

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q31-Q36):

NEW QUESTION # 31

Which option will yield the desired result:?

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

Answer: A

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

NEW QUESTION # 32

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

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 # 33

What is the relationship between "Media Buy Key" and "Creative Key"?

- A. One-to-many (one Media Buy Key has many Creative Key)
- B. One-to-one
- C. Many-to-many
- D. Many-to-one (one Creative Key has many Media Buy Keys)

Answer: A

Explanation:

In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

NEW QUESTION # 34

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. When a data stream type "CRM - Leads" is created, another complementary 'CRM - Opportunity' is created automatically.
- B. Pacing - daily rows are being created for every lead and opportunity keys
- C. The data is stored at the workspace level.
- D. No mappable measurements - all measurements are calculated

Answer: B,D

NEW QUESTION # 35

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

Data Stream A:

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.
- * Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked. What should the Data Updates Permissions be set to for Data Stream B?

- A. There is no difference, all permissions will have a similar effect given the scenario.
- B. Update Attributes
- C. Inherit Attributes and Hierarchies
- D. Update Attributes and Hierarchies

Answer: D

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:

The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.

The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

NEW QUESTION # 36

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