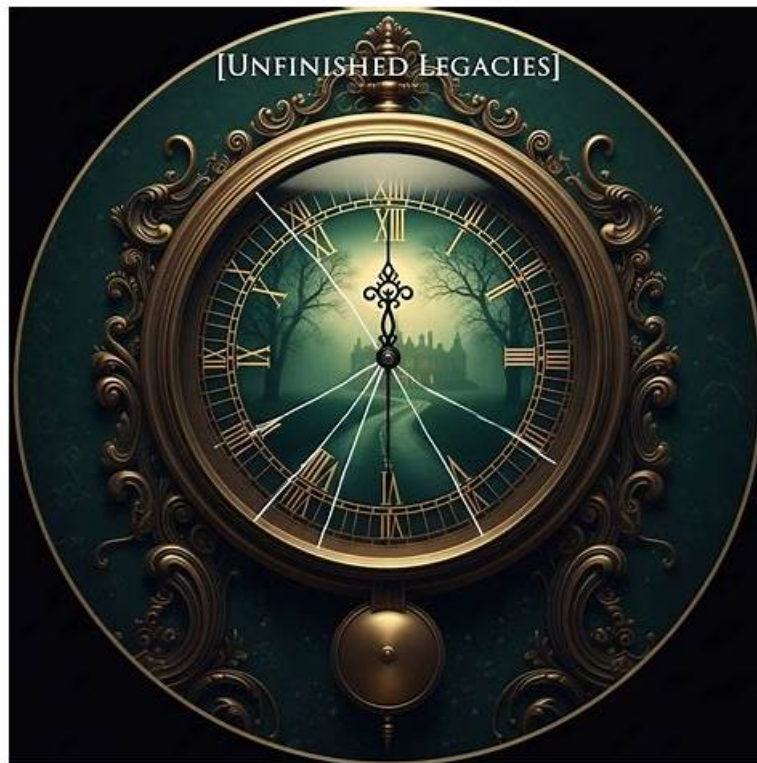# New AP-215 Exam Pattern 100% Pass | Efficient AP-215 PDF Cram Exam: Marketing Cloud Intelligence Accredited Professional

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>> AP-215 Exam Pattern <<

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q33-Q38):

NEW QUESTION # 33
Your client would like to create a new harmonization field - Exam Topic.
The below table represents the harmonization logic from each source.

As can be seen from the table, there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that where an Exam ID is found - a single Exam Topic value is associated with it.

The client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values, as seen in the following example:

The client suggested to create, without any mapping manipulations, several patterns via the harmonization center that will generate two Harmonized Dimensions:

Exam ID

Exam Topic

Given the above information, which statement is correct regarding the ability to implement this request with the above suggestion?

- A. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution
- B. The above Patterns setup will not work for this use case.
- C. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
- D. The solution will work - the client will be able to view Exam Topic with Email Sends.

Answer: A

Explanation:

If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

NEW QUESTION # 34

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. Mapping Formulas
- C. vLookuP
- 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 # 35
What Is a disadvantage of using a Vlookup formula?

- A. Could extend processing time of data streams.
- B. Can return values only from the same data stream type
- C. It cannot be used more than once from the same data stream.
- D. It allows classifying data only on a basis of mutual entity keys.

Answer: A

Explanation:
The use of VLOOKUP formulas can increase the processing time of data streams because it requires a lookup operation for each row in the data set. When large volumes of data are involved, or when multiple VLOOKUPs are used, this can significantly impact processing time due to the complexity and computational requirements of matching and retrieving the data.

NEW QUESTION # 36
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" - 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 # 37
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.
Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.
- B. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- C. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- D. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to
- E. Ease of Maintenance - the logic is written and populated in one centralized place

Answer: A,B,E

Explanation:
Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.
Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.
Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

NEW QUESTION # 38

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