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>> AP-215 Practical Information <<

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q13-Q18):

NEW QUESTION # 13
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 - links back to Creative Key (Twitter Ads)
1st Party Placement Classification &
File structure/headers:
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 # 14
A client has provided you with sample files of their data from the following data sources:
1.Google Analytics
2.Salesforce Marketing Cloud
The link between these sources is on the following two fields:
Message Send Key
A portion of: web_site_source_key
Below is the logic the client would like to have implemented in Datorama:
For 'web site medium' values containing the word "email" (in all of its forms), the section after the "_" delimiter in
'web_site_source_key' is a 4 digit number, which matches the 'Message Send Key' values from the Salesforce Marketing Cloud file.
Possible examples of this can be seen in the following table:
Google Analytics:
□
Salesforce Marketing Cloud:
□
The client's objective is to visualize the mutual key values alongside measurements from both files in a table.
In order to achieve this, what steps should be taken?

- A. Upload the two files and create a Parent-Child relationship between them. The Override Media Buy Hierarchy checkbox is checked in Google Analytics.
- B. Within both files, map the desired value to Custom Classification Key as follows Salesforce Marketing Cloud: map entire Message Key to Custom Classification Key.
  Google Analytics: map the extraction logic to Custom Classification Key.
- C. Create a Web Analytics Site Source custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.
- D. Create a Web Analytics Site custom attribute and populate it with the extraction logic. Create a Data Fusion between the newly created attribute and the Message Send Key.

Answer: B

Explanation:
To create a linkage between Google Analytics and Salesforce Marketing Cloud data based on the "Message Send Key" and a portion of the "web_site_source_key," both values need to be harmonized into a common key. This is done by mapping the full Message Send Key from Salesforce Marketing Cloud and the extracted part of the web_site_source_key from Google Analytics to the same Custom Classification Key. This mapping will create a common identifier that can be used to combine the data from both sources for analysis and visualization.

NEW QUESTION # 15
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 Interest stage?

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

Answer: A

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th, there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

NEW QUESTION # 16

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

Google Campaign Manager

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:

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

Answer: B

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 # 17

Which two statements are correct regarding variable Dimensions in marketing Cloud intelligence's data model?

- A. All variables exist in every data set type, hence are considered as overarching dimensions
- B. These dimensions are stored at the workspace level

- C. These are stand alone dimensions that pertain to the data set itself rather than to a specific entity
- D. Variable Dimensions hold a Many-to-Many relationship with its main entity

Answer: B,D

Explanation:
Variable dimensions in Marketing Cloud Intelligence's data model are flexible and can be associated with multiple entities, forming a many-to-many relationship. These dimensions are configured and stored at the workspace level, allowing for customization and alignment with specific reporting needs and analytics practices.

NEW QUESTION # 18

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