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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q55-Q60):

NEW QUESTION # 55

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

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

Answer: B,C

Explanation:

For performance issues when loading a dashboard using CRM data stream type:

Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.

Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

NEW QUESTION # 56

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

- A. These are stand alone dimensions that pertain to the data set itself rather than to a specific entity
- B. Variable Dimensions hold a Many-to-Many relationship with its main entity
- C. These dimensions are stored at the workspace level
- D. All variables exist in every data set type, hence are considered as overarching dimensions

Answer: B,C

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 # 57

Your client provided the following sources:

Source 1:

Day	Media Buy Key	Media Buy Name	Clicks
01/01/2021	17782	Mulop--1290	5
01/01/2021	45120	Loni--323	5
01/01/2021	54342	Loni--4989	5
01/01/2021	90034	kobak--1290	5
01/01/2021	80536	Mulop--2381	5

Source 2:

Product	Product Group
Abi	A
Loni	A
Kobak	A
Mulop	B

Source 3:

Day	Product	Sign ups
01/01/2021	Abi	10
01/01/2021	Loni	12
01/01/2021	Kobak	20
01/01/2021	Mulop	15

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source 1. The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Product Group	Clicks	Sign ups
A	15	42
B	10	15

Which two options will meet the client's requirement and enable the desired view?

- **A. Custom Classification:** 1
Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam
Timer Source 3: 'Product' will be mapped to Custom Classification key. Came
- **B. Parent Child:**
All sources will be uploaded to the same data stream type - Ads. The setup is the following:
Source 1: Media Buy Key -- Media Buy Key, extracted product value - Media Buy Attribute.
Source 2: Product - Media Buy Key, Product Group -- Media Buy Attribute.
Source 3: Product - Media Buy Key.
- **C. Harmonization Center:**
Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension
- **D. Overarching Entities:**
Source 1: custom classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.
Source 3: 'Product' will be mapped to Product field.

Answer: A,C

Explanation:

To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:

Option A:

Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.

Option D:

Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension 'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

NEW QUESTION # 58

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:

Extract 'Campaign Name'
5th position
If extracted value is not
'Messi'
Or
'Ronaldo'
Extract 'Media Buy Name'
3rd position

Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- B. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.
- C. Create a second Pattern for Media Buy Name
- **D. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo') for the final Harmonized Dimension.**

Answer: D

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

NEW QUESTION # 59

A client provides the following three files:

File A:

Day	Media Buy Key	MB Name	Installations
01-Mar-20	Key 1	MB_1	100
01-Mar-20	Key 2	MB_2	200
01-Mar-20	Key 3	MB_3	300

File B:

MB Name	MB New Name
MB_1	MB_New_1
MB_2	MB_New_2

File C:

Day	Media Buy New Name	MB Group	Installs
01-Mar-20	MB_New_1	Group A	10
01-Mar-20	MB_New_2	Group B	20

File A was uploaded using the Ads data stream type.

The client would like to create this view (data from Files B & C) in Datorama:

Day	Media Buy New Name	MB Name	MB Group	Installs
01-Mar-20	MB_New_1	MB_1	Group A	10
01-Mar-20	MB_New_2	MB_2	Group B	20

Which proposed solution would cause a false connection between the two files?

- A. VLOOKUP in Data Stream B. Vlookup will return "Day" and "Installs"
- B. VLOOKUP in Data Stream C. Vlookup will return "MB Name"
- C. Custom classification
- D. Data Classification

Answer: A

Explanation:

With File A uploaded using the Ads data stream type, the client wishes to create a view incorporating data from Files B & C.

A false connection would occur if VLOOKUP in Data Stream B is used incorrectly to return "Day" and "Installs". In this scenario, VLOOKUP might inaccurately link data based on MB Name between File B and File A or File C, which do not have a "Day" field to correctly join on. Moreover, "Installs" data in File B doesn't exist, so VLOOKUP cannot correctly return this information. The correct method would be to use the "Media Buy New Name" to link File B and File C since they both have this field, ensuring accurate connection and avoiding data mismatches or false connections.

NEW QUESTION # 60

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