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## Salesforce AP-215

Marketing Cloud Intelligence Accredited Professional

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q46-Q51):

### NEW QUESTION # 46

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

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

**Answer: D**

Explanation:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

### NEW QUESTION # 47

Client has provided sample files 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. 0
- **B. 1**
- C. 2
- D. Depends on the Data Updates Permissions

**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 # 48

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

**Answer: C**

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 # 49**

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer'?

- A. Two separate patterns (filtered by LinkedIn or AdRoll sources).  
Another single pattern for Campaign Name (filtered by Google Analytics source).  
A total of 3 patterns.
- B. Two separate patterns (filtered by LinkedIn or AdRoll sources).  
Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.
- C. Two separate patterns (filtered by LinkedIn or AdRoll sources)  
Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).  
A total of 3 patterns.
- **D. Two separate patterns (filtered by LinkedIn or AdRoll sources)**  
**Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.**  
**Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).**  
**A total of 3 patterns**

**Answer: D**

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

#### NEW QUESTION # 50

Source 3:

□ Via the harmonization Center, the Client has created Patterns and applied a classification rule using source 2. While performing QA, you have spotted that the final value of clicks for Product Group A is 10, where it should've been 15.  
□ How can an implementation engineer fix this discrepancy?

- A. Leave the "Case Sensitive" checkbox in the data classification unchecked
- B. Toggle the 'Structure Compliant' OFF.
- C. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.
- **D. Uncheck the "Case Sensitive" checkbox in the data classification**

**Answer: D**

Explanation:

Case Sensitivity Issue:

The discrepancy in the "Clicks" value for Product Group A (10 instead of 15) likely arises from a mismatch caused by case sensitivity in the classification rules. If some data entries use different capitalization (e.g., "Product Group A" vs. "product group a"), the system might treat them as distinct entries, leading to incorrect aggregations.

Solution:

By unchecking the "Case Sensitive" checkbox, the harmonization process will treat entries with different capitalization as the same value. This ensures consistent classification and resolves discrepancies in aggregated metrics like "Clicks."

#### NEW QUESTION # 51

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