

AP-215 Test Cram: Marketing Cloud Intelligence Accredited Professional - AP-215 Exam Guide & AP-215 Study Materials



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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q51-Q56):

NEW QUESTION # 51

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

Answer: C,D

NEW QUESTION # 52

An implementation engineer has been provided with 4 different source files: 03m48s

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 by

File structure/headers:

□

- A. □
- B. □
- C. □
- D. □

Answer: C

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

NEW QUESTION # 53

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. Mapped dimensions
- B. Mapped measurements
- C. The VLOOKUP function
- D. The EXTRACT function
- E. Calculated dimensions

Answer: A,B,D

Explanation:

Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension. Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.

Explanation:

In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:

B). Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.

C). The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.

E). Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

NEW QUESTION # 54

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. Toggle the 'Structure Compliant' OFF.
- B. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.
- C. Leave the "Case Sensitive" checkbox in the data classification unchecked
- **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 # 55

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: A

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 # 56

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
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