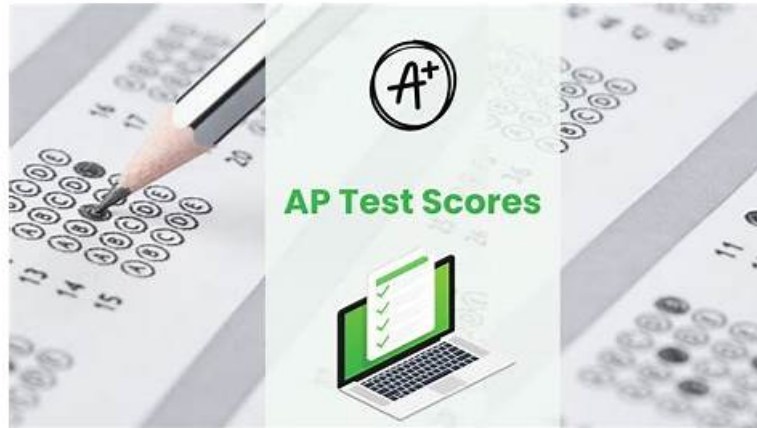# 2026 Efficient Valid AP-215 Test Vce Help You Pass AP-215 Easily

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q27-Q32):

NEW QUESTION # 27
Which two statements are correct regarding LiteConnect?

- A. All of the dimensions mapped within a LiteConnect data stream are considered overarching entities.
- B. It does not require any identification of entities, keys or any other categorization.
- C. Data coming from LiteConnect cannot be harmonized with the rest of the workspace data via the harmonization center at a later step.
- D. The dataset does not conform to the standard data model

Answer: B,D

Explanation:
LiteConnect is a feature in Salesforce Marketing Cloud Intelligence that allows users to bring external data into the platform quickly and easily. Here are the correct statements regarding LiteConnect:
A . LiteConnect allows for a quick setup by not requiring detailed identification of entities, keys, or categorization. Users can upload files without having to conform to the standard data model, which speeds up the process of data integration.
B . With LiteConnect, datasets are uploaded in their native format and do not conform to the standard data model of Marketing

Cloud Intelligence. This means that the original structure of the dataset is maintained, and there is no need for extensive transformation or mapping upon the initial data import.

For C and D: While LiteConnect datasets might not conform to the standard data model initially, there are capabilities within Marketing Cloud Intelligence to further categorize and harmonize this data if needed. Therefore, C is not entirely correct, and D is incorrect because harmonization can indeed occur at a later step.

NEW QUESTION # 28

An implementation engineer has been provided with 4 different source files: 03m 48s
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: D

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 # 29

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

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

Answer: B,C,E

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 # 30

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A. Performance
- B. Ease of setup
- C. Scalability
- D. Ease of maintenance

Answer: A

Explanation:

In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

NEW QUESTION # 31

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:

Which harmonization feature should an Implementation engineer use to meet the client's requirement?

- A. Custom Classification
- B. Parent Chile
- C. Calculated dimensions
- D. Transformers
- E. Fusion

Answer: A

Explanation:

To meet the client's requirement of slicing measurements by 'Exam Topic' values, an Implementation Engineer should use Custom Classification. This feature allows different Exam IDs to be classified into their respective Exam Topics, ensuring that data from all sources can be accurately harmonized and analyzed based on these topics.

NEW QUESTION # 32

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