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>> AP-215 Certificate Exam <<

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q29-Q34):

**NEW QUESTION # 29**

What are unstable measurements?

- A. Measurements that are set with the LIFETIME aggregation function
- **B. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.**
- C. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
- D. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.

**Answer: B**

Explanation:

Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.

Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

### NEW QUESTION # 30

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

Google Campaign Manager

| date_id    | media_buy_id | Site_id | site_name | campaign_id | campaign_name         | clicks | impressions | cost |
|------------|--------------|---------|-----------|-------------|-----------------------|--------|-------------|------|
| 20/02/2020 | 517773       | 3114    | Site1     | 726         | QWE_bhv_vid_guaran_uk | 2      | 551         | 21   |
| 20/02/2020 | 514257       | 3115    | Site2     | 726         | QWE_bhv_vid_guaran_uk | 0      | 955         | 26   |
| 20/02/2020 | 853853       | 3115    | Site2     | 882         | QWE_bhv_dis_guaran_FT | 0      | 558         | 98   |
| 20/02/2020 | 514254       | 3116    | Site3     | 726         | QWE_bhv_vid_guaran_uk | 1      | 1097        | 97   |

  

| date_id    | media_buy_name | media_buy_id | Site_id | site_name | campaign_id | campaign_name          | Video views fully played | cost |
|------------|----------------|--------------|---------|-----------|-------------|------------------------|--------------------------|------|
| 20/02/2020 | Name A         | 17654        | 3114    | Site1     | 726         | QWE_bhv_vid_guaran_uk  | 102                      | 11   |
| 20/02/2020 | Name B         | 77654        | 3115    | Site2     | 726         | QWE_bhv_vid_guaran_uk  | 118                      | 162  |
| 20/02/2020 | Name C         | 71930        | 3114    | Site1     | 234         | QWE_ret_disp_guaran_BR | 156                      | 40   |
| 20/02/2020 | Name D         | 76578        | 3116    | Site3     | 726         | QWE_bhv_vid_guaran_uk  | 168                      | 2    |

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:

| Field          | Mapped To      |
|----------------|----------------|
| date_id        | Day            |
| media_buy_name | Media Buy Name |
| media_buy_id   | Media Buy Key  |
| Site_id        | Site Key       |
| site_name      | Site Name      |
| campaign_id    | Campaign Key   |
| campaign_name  | Campaign Name  |

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 # 31

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.

| Opportunity File |                 |                    |
|------------------|-----------------|--------------------|
| Day              | Opportunity Key | Opportunity Stage  |
| 06-Jan           | 123AA01         | Interest           |
| 06-Jan           | 123AA02         | Interest           |
| 06-Jan           | 123AA03         | Interest           |
| 08-Jan           | 123AA01         | Confirmed Interest |
| 09-Jan           | 123AA02         | Confirmed Interest |
| 10-Jan           | 123AA01         | Registered         |
| 10-Jan           | 123AA02         | Registered         |
| 14-Jan           | 123AA02         | Rejected           |
| 14-Jan           | 123AA01         | Closed             |

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" + Generic Entity Key 2

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th - 11th. Which option reflects the stage(s) the Opportunity key 123AA01 is associated with?

- A. Registered
- B. Confirmed Interest
- C. Confirmed Interest & Registered
- D. Interest
- E. Interest & Registered

**Answer: E**

Explanation:

Analyzing the Opportunity file with a filter set from January 7th to 11th, Opportunity Key '123AA01' appears under 'Interest' on January 6th and 8th, and under 'Registered' on January 10th. Therefore, during the specified date range, Opportunity Key '123AA01' is associated with both 'Interest' and 'Registered' stages. Salesforce Marketing Cloud Intelligence provides the capability to map and track opportunity stages over time, allowing for historical stage tracking and reporting. This answer aligns with the ability to use pivot tables to filter and display data by specific attributes and timeframes, as outlined in the Salesforce Marketing Cloud Intelligence documentation.

### NEW QUESTION # 32

A client's data consists of three data streams as follows:

Data Stream A:

| Day       | Media Buy Key | Campaign Key | Site Key | Site Name | Revenue |
|-----------|---------------|--------------|----------|-----------|---------|
| 01-Apr-20 | MBK_1         | CK_1         | SK_C_1   | SN_C_1    | \$ 4    |
| 01-Apr-20 | MBK_2         | CK_2         | SK_C_2   | SN_C_2    | \$ 5    |
| 01-Apr-20 | MBK_5         | CK_5         | SK_C_2   | SN_C_2    | \$ 7    |

Data Stream B:

| Day       | Campaign Key | Campaign Name | Creative Key | Clicks | Media Cost |
|-----------|--------------|---------------|--------------|--------|------------|
| 01-Apr-20 | CK_1         | CN_B_1        | CRTK_B_1     | 20     | \$ 3       |
| 01-Apr-20 | CK_2         | CN_B_2        | CRTK_B_2     |        |            |

Data Stream C:

| Day       | Media Buy Key | Campaign Key | Site Key | Site Name | Revenue |
|-----------|---------------|--------------|----------|-----------|---------|
| 01-Apr-20 | MBK_1         | CK_1         | SK_C_1   | SN_C_1    | \$ 4    |
| 01-Apr-20 | MBK_2         | CK_2         | SK_C_2   | SN_C_2    | \$ 5    |
| 01-Apr-20 | MBK_5         | CK_5         | SK_C_2   | SN_C_2    | \$ 7    |

\* The data streams should be linked together through a parent-child relationship.  
 \* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.  
 How should the "Override Media Buy Hierarchies" checkbox be set in order to meet the client's requirements?

- A. It should be checked in Data Stream B
- B. It should be checked in Data Stream A
- **C. It should be checked in Data Stream C**
- D. It should not be checked in any of the three Data Streams.

**Answer: C**

Explanation:

If Data Stream C is the source of truth, the "Override Media Buy Hierarchies" checkbox should be checked for Data Stream C. This means that the hierarchy defined within Data Stream C will take precedence over any other media buy hierarchies present in Data Streams A or B. By doing so, it enforces that the hierarchy from the source of truth (Data Stream C) is used throughout the dataset, maintaining the integrity of the hierarchical relationships as defined by the most reliable data source.

**NEW QUESTION # 33**

A client has integrated the following files:

File A:

| date       | employee_id | employee_name | tasks_completed |
|------------|-------------|---------------|-----------------|
| 01/08/2019 | emp_1       | Jon Stons     | 3               |
| 01/08/2019 | emp_2       |               | 2               |
| 01/08/2019 | emp_3       | Jon Bones     | 4               |

File B:

| date       | employee_id | employee_name | squad   | tasks_assigned |
|------------|-------------|---------------|---------|----------------|
| 15/08/2019 | emp_1       | Jon Stons     | Sales   | 10             |
| 15/08/2019 | emp_2       | Jon Jones     | R&D     | 15             |
| 15/08/2019 | emp_3       | Jon Bones     | Support | 13             |

The client would like to link the two files in order to view the two KPIs ('Tasks Completed' and 'Tasks Assigned') alongside 'Employee Name' and/or 'Squad'.

The client set the following properties:

+ File A is set as the Parent data stream

\* Both files were uploaded to a generic data stream type.

\* Override Media Buy Hierarchies is checked for file A.

\* The 'Data Updates Permissions' set for file B is 'Update Attributes and Hierarchy'.

When filtering on the entire date range (1-30/8), and querying employee ID, Name and Squad with the two measurements - what

will the result look like?

- A. 

| employee_id | employee_name | squad | tasks_completed | tasks_assigned |
|-------------|---------------|-------|-----------------|----------------|
| emp_1       | Jon Stons     |       | 3               | 10             |
| emp_2       | Jon Jones     |       | 2               | 15             |
| emp_3       | Jon Bones     |       |                 | 13             |
- B. 

| employee_id | employee_name | squad   | tasks_completed | tasks_assigned |
|-------------|---------------|---------|-----------------|----------------|
| emp_1       | Jon Stons     | Sales   | 3               | 10             |
| emp_2       | Jon Jones     | R&D     | 2               | 15             |
| emp_3       | Jon Bones     | Support | 4               | 13             |
- C. 

| employee_id | employee_name | squad   | tasks_completed | tasks_assigned |
|-------------|---------------|---------|-----------------|----------------|
| emp_1       | Jon Stons     | Sales   | 3               | 10             |
| emp_2       |               | R&D     | 2               | 15             |
| emp_3       | Jon Bones     | Support | 4               | 13             |
- D. 

| employee_id | employee_name | squad | tasks_completed | tasks_assigned |
|-------------|---------------|-------|-----------------|----------------|
| emp_1       | Jon Stons     |       | 3               | -              |
| emp_2       |               |       | 2               | -              |
| emp_3       | Jon Bones     |       | 4               | -              |

**Answer: C**

Explanation:

In Marketing Cloud Intelligence, when linking two data streams, the parent data stream (File A) provides the main structure. Since 'Override Media Buy Hierarchies' is checked for File A, the hierarchies from File B will be aligned with File A. Given 'Data Updates Permissions' set for file B as 'Update Attributes and Hierarchy', this means that attributes and hierarchy will be updated in the parent file based on the child file (File B), but the child file's metrics won't be associated with the parent file's date.

Hence, when filtering on the entire date range (1-30/8), the resulting view will align with the structure of the parent data stream, showing the KPIs ('Tasks Completed' from File A and 'Tasks Assigned' from File B) alongside the employee names and squads from the respective files. Since the employee IDs align, the data can be linked properly. However, since the dates do not align (File A data is from 01/08/2019 and File B from 15/08/2019), only attributes from File B will be updated without date association. The result will look like Option C, where the employee names are corrected based on File B's data, the squads are added from File B, and the tasks\_completed and tasks\_assigned are displayed from their respective files. The tasks\_assigned from File B are shown without date association as File B's date doesn't match with File A's.

#### NEW QUESTION # 34

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