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## Pass Guaranteed Quiz 2026 Salesforce AP-215: Trustable Marketing Cloud Intelligence Accredited Professional Valid Exam Blueprint

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

### NEW QUESTION # 51

Which three statements accurately describe the different data stream types in Marketing Cloud intelligence?

- A. All data stream types consist of at least one entity
- B. Every data stream type includes the Medio Buy entity
- C. Each data stream type has its own set of measurements
- D. All data stream types share at least one mutual measurement
- E. Each data stream type has Its own main entity

**Answer: A,C,E**

Explanation:

In Marketing Cloud Intelligence, data stream types are templates that define how data should be structured within the system. Each data stream type:

B. Includes at least one entity, which is a fundamental component of the data stream and represents a collection of related data points.

D. Has its own main entity, which is the primary focus of that particular data stream type and serves as the central point of reference

for the associated data.

E. Contains its own unique set of measurements that are specific to the type of data being captured within that stream. These measurements represent quantitative data that can be analyzed within the context of the main entity and other dimensions present in the data stream.

A is incorrect because not every data stream type includes the Media Buy entity-this is specific to certain types of advertising data streams. C is incorrect because not all data stream types share at least one mutual measurement; measurements are typically unique to the data stream's focus and purpose.

### NEW QUESTION # 52

Your client would like to create a new harmonization field - Exam Topic.

The below table represents the harmonization logic from each source.

	Source A (Salesforce)	Source B (Messaging)	Source C (Ads)
Exam ID	2nd position of Media Buy Key	1st position of Message Send Name	3rd position of Campaign Name
Exam Topic	3rd position of Media Buy Type	---	6th position of Campaign Category
Unique Measurement	Cost	Email Sends	Video Views

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:

Exam Topic	Cost	Email Sent	Video Views
Math	10	100	90
Literature	50	900	123

The client suggested to create, without any mapping manipulations, several patterns via the harmonization center that will generate two Harmonized Dimensions:

Exam ID

Exam Topic

Given the above information, which statement is correct regarding the ability to implement this request with the above suggestion?

- A. The above Patterns setup will not work for this use case.
- B. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
- C. The solution will work - the client will be able to view Exam Topic with Email Sends.
- **D. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution**

**Answer: D**

Explanation:

If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

### NEW QUESTION # 53

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

Data Stream A:						
Day	Media Buy Key	Campaign Name	Campaign Key	Impressions	Revenue	
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	\$	1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200	\$	2

Data Stream B:					
Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$

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	\$
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$

\* 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.

Which data stream should be set as a parent?

- A. Data Stream A
- B. Any of the data streams can technically be the parent
- C. Data Stream C
- D. Data Stream B

**Answer: C**

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

#### NEW QUESTION # 54

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	1st Party Creative Image	1st Party Creative Group
-------------	--------------------------	--------------------------

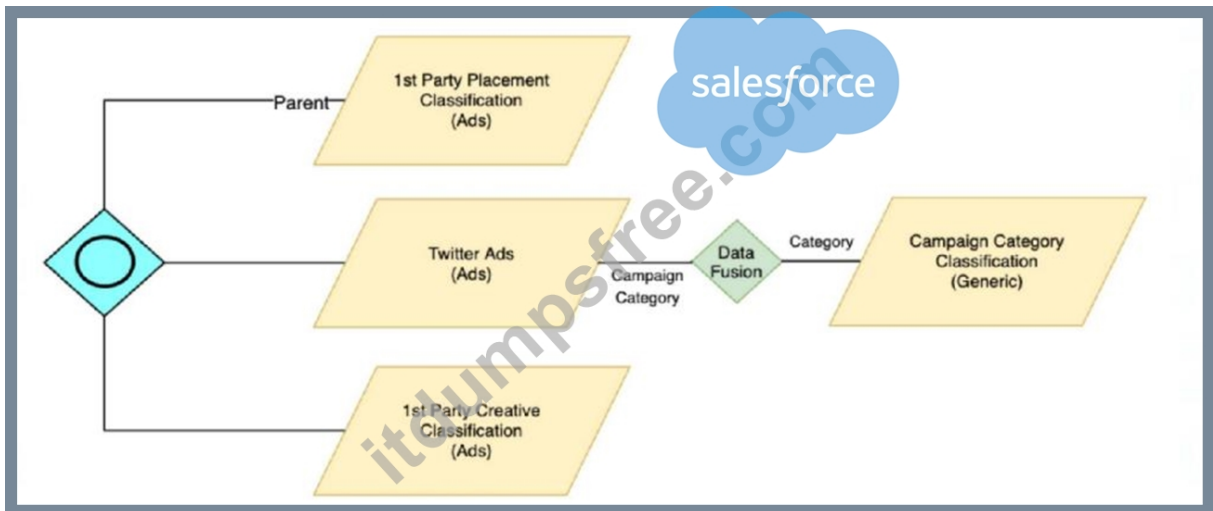
Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

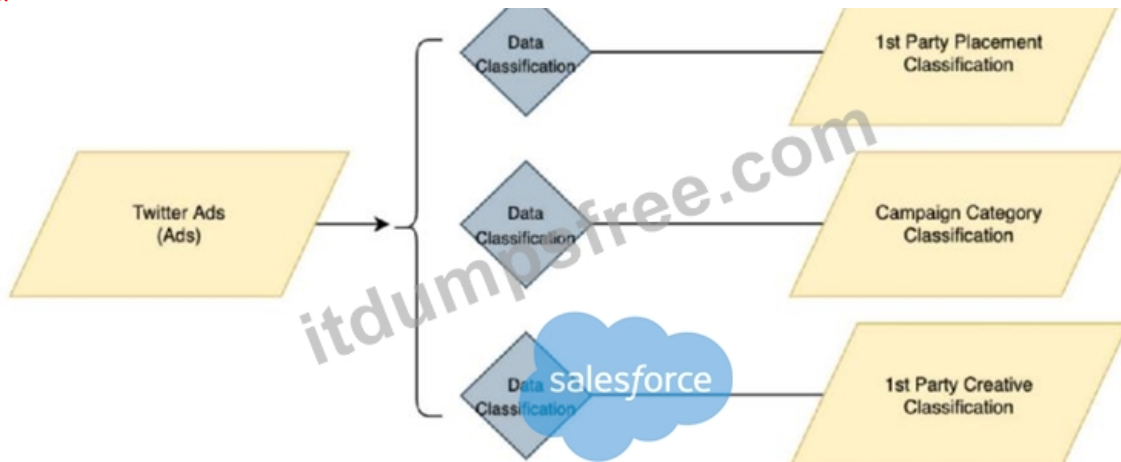
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

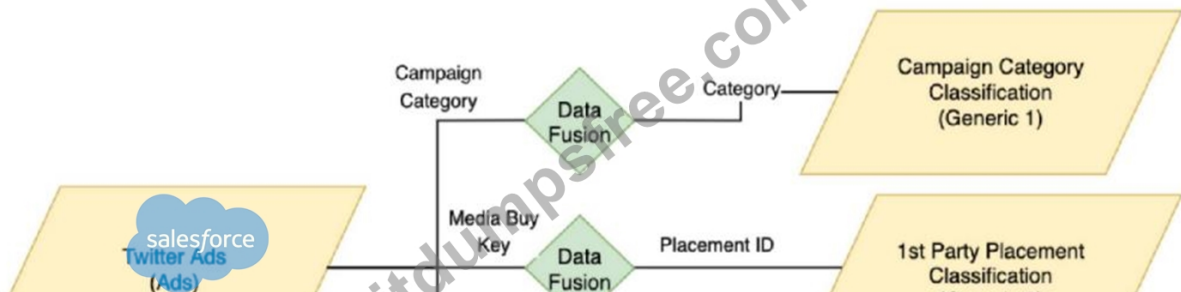
- A.



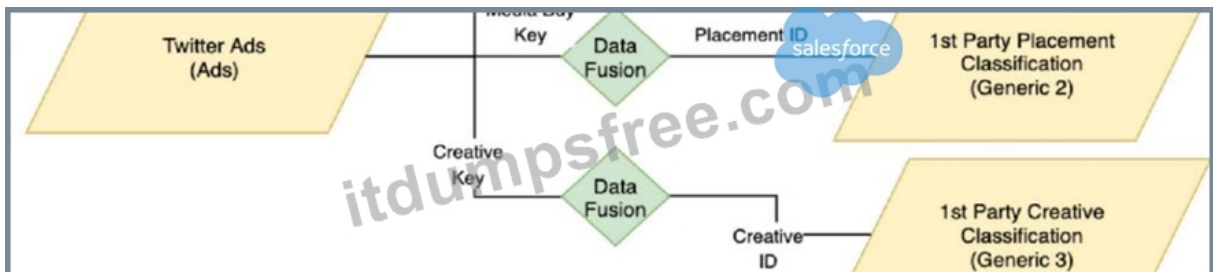
• B.



• C.



• D.



**Answer: B**

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.

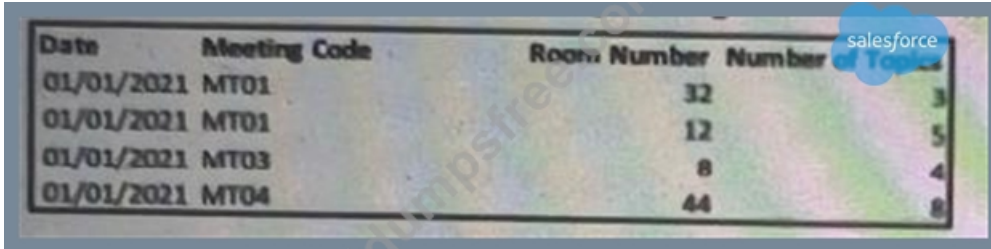
The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads"

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 # 55

Your client is interested in ingested the below file to a new generic data stream type:



Date	Meeting Code	Room Number	Number
01/01/2021	MT01	32	3
01/01/2021	MT01	12	5
01/01/2021	MT03	8	4
01/01/2021	MT04	44	8

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. A custom metric and set aggregation to SUM
- B. A separate entity key
- C. A custom metric and set aggregation to AUTO
- D. An attribute of 'Meeting Code'

**Answer: D**

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

### NEW QUESTION # 56

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