

Practice Salesforce AP-215 Exam | AP-215 Reliable Exam Guide



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Salesforce AP-215 Exam Syllabus Topics:

Section	Objectives
Data Quality and Troubleshooting	- Performance optimization - Error handling and debugging - Data validation and monitoring
Data Ingestion and Integration	- Data ingestion processes - Data sources and connectors - Data synchronization and scheduling
Marketing Use Cases and Activation	- Cross-channel marketing insights - Business reporting use cases - Campaign performance analysis
Data Modeling and Transformation	- Normalization and harmonization - Metrics and dimensions configuration - Data model structure and schema design
Administration and Security	- Data access control - User roles and permissions - Platform configuration
Analytics and Dashboarding	- Visualization best practices - Insights and reporting - Dashboard creation and configuration

>> Practice Salesforce AP-215 Exam <<

AP-215 Reliable Exam Guide, AP-215 Reliable Test Notes

The ValidExam is committed from the day first to ace the Marketing Cloud Intelligence Accredited Professional (AP-215) exam questions preparation at any cost. To achieve this objective ValidExam has hired a team of experienced and qualified Salesforce

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44

An implementation engineer has been provided with the below dataset:

Date	Buy Key	Cost	Clicks	CPC
01/01/2021	Key 1	30	3	10
01/01/2021	Key 2	1	5	0.2
01/01/2021	Key 3	2	4	0.1
01/01/2021	Key 4	2	8	3

*Note: CPC = Cost per Click

Formula: Cost / Clicks

Which action should an engineer take to successfully integrate CPC?

- A. Populate the logic within a custom measurement. No need to change Aggregation.
- B. Populate the logic within a custom measurement. Set Aggregation to SUM.
- C. Populate the logic within a custom measurement. Set Aggregation to AVG.
- D. Unmap it, as Datorama will calculate it automatically.

Answer: A

Explanation:

CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. Reference: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

NEW QUESTION # 45

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

Data Stream A:

Data Stream A:					
Day	Media Buy Key	Media Buy 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	\$ 2
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$ 3

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_3	CK_3	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.

* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked. What should the Data Updates Permissions be set to for Data Stream B?

- A. Inherit Attributes and Hierarchies
- B. There is no difference, all permissions will have a similar effect given the scenario.
- C. Update Attributes and Hierarchies
- D. Update Attributes

Answer: C

Explanation:

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:

The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.

The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

NEW QUESTION # 46

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

Google Campaign Manager

data_id	media_buy_name	media_buy_id	Site_id	site_name	campaign_id	campaign_name	clicks	impressions	cost
20/02/2020	Name A	517773	3114	Site1	726	QWE_bhv_vid_guaran_uk	2	551	21
20/02/2020	Name B	514257	3115	Site2	726	QWE_bhv_vid_guaran_uk	0	955	26
20/02/2020	Name C	853853	3115	Site2	882	QWE_bhv_dis_guaran_IT	0	558	98
20/02/2020	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097	97

Google DV360

data_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	58
20/02/2020	Name B	77654	3115	Site2	726	QWE_bhv_vid_guaran_uk	118	162	75
20/02/2020	Name C	71930	3114	Site1	234	QWE_ret_disp_guaran_BR	156	40	32
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	2	98

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. 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 # 47

A client wants to integrate their data within Marketing Cloud Intelligence to optimize their marketing Insights and cross-channel marketing activity analysis. Below are details regarding the different data sources and the number of data streams required for each source.

Data Source Name	Number of Data Streams	Harmonization Field	Harmonization Logic
Facebook Ads	75	Objective	Code found in the 2nd position of Media Buy Name and following logic is applied: If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extraction
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
LinkedIn Ads	10	Objective	Return "N/A"

Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- B. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- C. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to
- D. Ease of Maintenance - the logic is written and populated in one centralized place
- E. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.

Answer: A,D,E

Explanation:

Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.

Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.

Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

NEW QUESTION # 48

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	Relative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$ 3

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

- C. It should be checked in Data Stream B
- D. It should be checked in Data Stream A

Answer: A

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 # 49

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