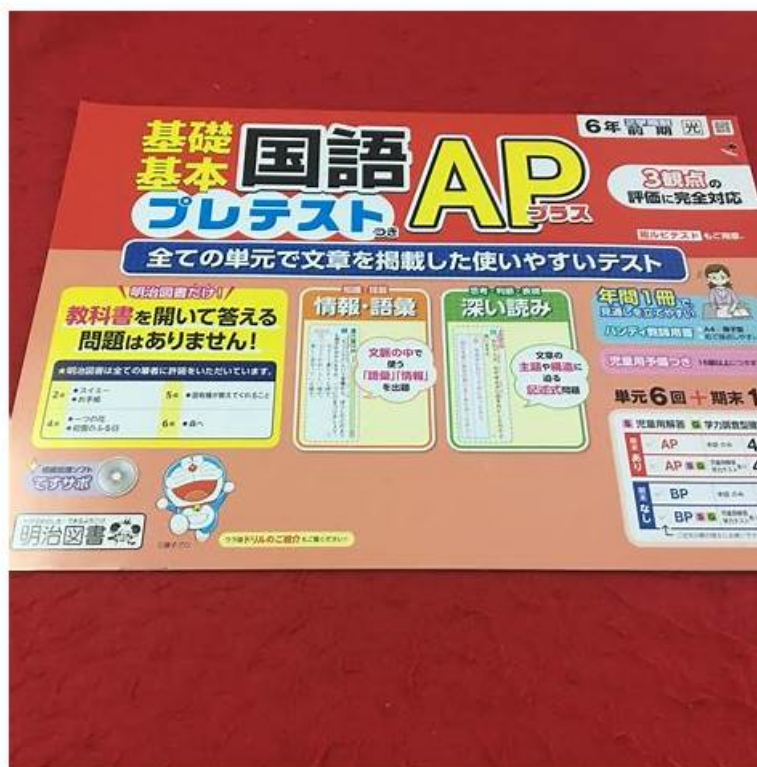


AP-215問題と解答、AP-215復習教材



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>> AP-215問題と解答 <<

AP-215試験の準備方法 | 素敵なAP-215問題と解答試験 | 便利なMarketing Cloud Intelligence Accredited Professional復習教材

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Salesforce Marketing Cloud Intelligence Accredited Professional 認定 AP-215 試験問題 (Q53-Q58):

質問 # 53

A client has integrated data from Facebook Ads, Twitter Ads, and Google Ads in Marketing Cloud Intelligence. For each data source, the data follows a naming convention as shown below:

Facebook Ads Naming Convention - Campaign Name:

Camp|D_CampName#Market_Objective#TargetAge_TargetGender

Twitter Ads Naming Convention - Media Buy Name:

Market|TargetAge|Objective|OrderID

' Google Ads Naming Convention - Media Buy Name:

Buying Type_Market_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization 'Center'.

In addition to the previous details, the client provides the following data sample:

Logic specification:

If a value is not present in the Validation List, return "Not Valid"

If a value is not present in the Classification File, return "Unclassified".

If the Harmonization center is used to harmonize the above data and files, what table will show the final output?

- A.
- B.
- C.
- D.

正解: B

解説:

The correct table would be Option B.

The harmonization process would identify the 'Market' from the campaign or media buy name based on the delimiter and position rules specified in the naming conventions. The harmonized 'Market' would then be matched against the classification file and validation list. If a value does not match the validation list, it would return 'Not Valid', and if it's not present in the classification file, it would return 'Unclassified'. Option B is the only table showing the 'Not Valid' category which aligns with the logic specification provided.

質問 # 54

What is the relationship between "Media Buy Key" and "Campaign Key"?

- A. One-to-many (one Media Buy Key has many Campaign Keys)
- B. One-to-one
- C. Many-to-many
- D. Many-to-one (one Campaign Key has many Media Buy Keys)

正解: D

解説:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

質問 # 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" - 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. Confirmed Interest & Registered
- **B. Interest & Registered**
- C. interest
- D. Confirmed interest

正解: B

解説:

Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

質問 # 56

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

Data Stream A:

- * 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.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK_3'?

- **A. 0**
- B. 1
- C. 2
- D. N-A

正解: A

解説:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK_3' has 100 impressions.

質問 # 57

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

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

正解: A、B、C

解説:

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.

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