

AP-215 Latest Version | Salesforce AP-215 Original Questions: Marketing Cloud Intelligence Accredited Professional Pass Certainly



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

NEW QUESTION # 44

Your client is interested in ingesting the below file:

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.

- 'Meeting Name' will be mapped to 'Generic Entity Key'
- B. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- C. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.
- D. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.

Answer: D,E

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

NEW QUESTION # 45

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer'?

- A. Two separate patterns (filtered by LinkedIn or AdRoll sources).
Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.
- B. Two separate patterns (filtered by LinkedIn or AdRoll sources).
Another single pattern for Campaign Name (filtered by Google Analytics source).
A total of 3 patterns.
- C. Two separate patterns (filtered by LinkedIn or AdRoll sources)
Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).
A total of 3 patterns.
- D. Two separate patterns (filtered by LinkedIn or AdRoll sources)
Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.
Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).
A total of 3 patterns

Answer: D

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

NEW QUESTION # 46

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.

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

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

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 # 47

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.
- 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 be checked in Data Stream B
- C. It should not be checked in any of the three Data Streams.
- 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 # 48

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

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

Answer: D

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 # 49

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