

# Certificate AP-215 Exam - AP-215 Vce Torrent



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## AP-215 Vce Torrent & AP-215 Questions Answers

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q18-Q23):

### NEW QUESTION # 18

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  
"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th - 10th. How many different stages are presented in the table?

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: D**

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages. Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

#### NEW QUESTION # 19

Which two statements are correct regarding the Parent-Child configuration?

- A. Parent-Child allows sharing both dimensions and measurements
- B. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.
- C. Parent-Child configurations can cause performance issues
- D. Parent-Child links different tables based on shared key values

**Answer: C,D**

Explanation:

Parent-Child configurations in Marketing Cloud Intelligence are used to link different data tables based on shared key values, allowing for the relational organization of data across various streams. While this setup enhances data analysis and reporting by maintaining logical relationships between parent and child tables, it can also introduce performance issues. The complexity increases with the number of relationships and the volume of data, potentially slowing down query processing and data manipulation.

Additionally, Parent-Child configurations facilitate the sharing of dimensions and measurements across linked tables, enhancing the data's usability without duplicating it.

#### NEW QUESTION # 20

Which two statements are correct regarding LiteConnect?

- A. All of the dimensions mapped within a LiteConnect data stream are considered overarching entities.
- B. The dataset does not conform to the standard data model
- C. Data coming from LiteConnect cannot be harmonized with the rest of the workspace data via the harmonization center at a later step.
- D. It does not require any identification of entities, keys or any other categorization.

**Answer: B,D**

Explanation:

LiteConnect is a feature in Salesforce Marketing Cloud Intelligence that allows users to bring external data into the platform quickly and easily. Here are the correct statements regarding LiteConnect:

A. LiteConnect allows for a quick setup by not requiring detailed identification of entities, keys, or categorization. Users can upload files without having to conform to the standard data model, which speeds up the process of data integration.

B. With LiteConnect, datasets are uploaded in their native format and do not conform to the standard data model of Marketing Cloud Intelligence. This means that the original structure of the dataset is maintained, and there is no need for extensive transformation or mapping upon the initial data import.

For C and D: While LiteConnect datasets might not conform to the standard data model initially, there are capabilities within

Marketing Cloud Intelligence to further categorize and harmonize this data if needed. Therefore, C is not entirely correct, and D is incorrect because harmonization can indeed occur at a later step.

### NEW QUESTION # 21

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. Interest & Registered
- B. interest
- C. Confirmed Interest & Registered
- D. Confirmed interest

#### Answer: A

Explanation:

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.

### NEW QUESTION # 22

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

Data Stream A:

□

- A. Update Attributes
- B. Update Attributes and Hierarchies
- C. It doesn't matter. As long as Data stream A is set as a Parent', the rest of the Data Updates Permissions are irrelevant.
- D. Inherit Attributes and Hierarchies

#### Answer: D

Explanation:

For the client's data consisting of three data streams, setting Data Stream A as the Parent allows for inheriting attributes and hierarchies from it to the child data streams. This ensures consistency across the data streams, making it possible to analyze the data collectively, using the structure and attributes defined in the Parent data stream.

### NEW QUESTION # 23

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