

AP-215ウェブトレーニング、AP-215勉強ガイド

CAT (キャリア・アセスメント・テスト) シリーズ

SPI WA-1

[WEBテスト版]

アドバンステスト

採用試験で急増している
SPI3-WEBテストに準備!
オンライン特有の内容を体験できる

最新「SPI3」の
オンライン版(端末受験)で
実施される内容に沿ったテスト。
オンライン実施特有の難しさを
事前に体験・攻略します。

SPI3:「WEBテスト」
「テストセンター」
「インハウスCBT」
対策

■受験料 1,500 円 (税込) ■実施時間 45分

WEBテストを事前体験できる
練習用テストが2回分付録

受験者は利用期間内(1ヶ月程度)であれば
本試験・練習用とも、いつでも実施可能!

端末受験の
(PC・タブレット等)
SPI模試が誕生!

最新のSPI模擬試験

著作権/発行/株式会社サポートシステム

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>> AP-215ウェブトレーニング <<

AP-215勉強ガイド & AP-215出題範囲

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Salesforce Marketing Cloud Intelligence Accredited Professional 認定 AP-215 試験問題 (Q54-Q59):

質問 # 54

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
1-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
1-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
1-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
1-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
1-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
1-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
1-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
1-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 B
- **B. It should be checked in Data Stream C**
- C. It should be checked in Data Stream A
- D. It should not be checked in any of the three Data Streams.

正解: B

解説:

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.

質問 # 55

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

The below table represents the harmonization logic from each source.

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

正解: C

解説:

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.

質問 # 56

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

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

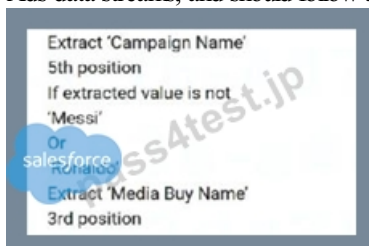
正解: A、D

解説:

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.

質問 # 57

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:



Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized

Dimension.

- B. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- C. Create a second Pattern for Media Buy Name
- D. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo') for the final Harmonized Dimension.

正解: D

解説:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

質問 # 58

An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.

For example:

Campaign Name: AFD@Mulop-1290

Desired outcome: AFD

Other examples:

Campaign Name	Desired Outcome
ACC@Loni--323	ACC
COR@Loni--4989	COR
DRM@Kobak--1290	DRM
OLP@Mulop--2381	OLP

Which formula will return the desired values?

- A. LEFT(EXTRACT(csv[campaign_name]}/-',1),3)
- B. EXTRACT(csv[campaign_name];@',1)
- C. LEFT(EXTRACT(csy['campaign_name']],~',0),3)
- D. EXTRACT(EXTRACT(csv['campaign_name']]/@',1),-,0)
- E. EXTRACT(csv[campaign_name'],-,0)

正解: B

解説:

The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.

The correct formula is: EXTRACT(csv['campaign_name']; '@', 1). This will take the 'campaign_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

質問 # 59

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