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Machen Sie sich noch Sorgen um die Salesforce AP-215 (Marketing Cloud Intelligence Accredited Professional) Zertifizierungsprüfung? Haben Sie schon mal gedacht, sich an einem entsprechenden Kurs teilzunehmen? Gute Prüfungsmaterialien zu wählen, wird Ihnen helfen, Ihre Fachkenntnisse zu konsolidieren und sich gut auf die Salesforce AP-215 Zertifizierungsprüfung vorbereiten. Das Expertenteam von ZertFragen hat endlich die neuesten zielgerichteten Schulungsunterlagen, die Ihnen beim Vorbereiten der Prüfung helfen, nach ihren Erfahrungen und Kenntnissen erforscht. Die Salesforce AP-215 Schulungsunterlagen von ZertFragen ist Ihre optimale Wahl.

Salesforce Marketing Cloud Intelligence Accredited Professional AP-215 Prüfungsfragen mit Lösungen (Q41-Q46):

41. Frage

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.

What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

- A. Performance (Performance when loading a dashboard page)
- B. Scalability
- C. Processing (processing time when loading relevant data streams)
- D. Ease of Maintenance
- E. Use of code

Antwort: A,B,D

Begründung:

Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:

Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.

Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.

Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

42. Frage

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.

The client would like to have a "Site Revenue" measurement.

This measurement should return the highest revenue value per Site, for example:

For Site Key 'SK_C_2', the "Site Revenue" should be \$7.00.

When aggregated by date, the "Site Revenue" measurement should return the total sum of the results of all sites.

For example:

For the date 1 Apr 2020, "Site Revenue" should be \$11.00 (sum of Site Revenue for Site Keys 'SK_C_1' (\$4.00) and 'SK_C_2' (\$7.00))

Which options will yield the desired result;

- A. Option #2 & Option #3
- B. Option #1 & Option #4
- C. Option #2 & Option #4
- D. Option #1 & Option #3

Antwort: C

Begründung:

Option #2: It suggests using the 'SUM' function to aggregate the 'Site Revenue' for each 'Site Key'. This is necessary to ensure that when aggregated by date, 'Site Revenue' should return the total sum of the highest revenue for all sites.

Option #4: It indicates changing the Aggregation Function of Revenue to 'MAX' within Data Stream C.

This ensures that for a given 'Site Key', the highest revenue value is selected, which is correct for individual site revenue determination.

Combining Option #2 and Option #4 will provide the desired result:

For an individual 'Site Key', it will give the highest revenue (using MAX aggregation in Option #4).

When aggregating by date across all 'Site Key's, it will sum the highest revenues (using the SUM function in Option #2).

43. Frage

An implementation engineer has been asked to perform QA for a standard file ingestion, done by the client.

The source file that was ingested can be seen below:

The number of rows added to this data stream is 3. What could have led to this discrepancy?

- A. All fields are mapped except for the Media Buy Name.
- B. All fields are mapped except for the Creative Name
- C. All fields are mapped except for the Media Buy Key.
- **D. All fields are mapped except for the Campaign Key**

Antwort: D

Begründung:

The source file shows data related to media buys, including a 'Media Buy Key', 'Media Buy Name', 'Campaign Key', and 'Site Key', among other fields. If only three rows were added, and the discrepancy is due to a missing field, it's likely that 'Campaign Key' is the field not mapped, because it is crucial for linking related records in the data stream. Without the 'Campaign Key', the system cannot associate the media buy data with specific campaigns, leading to a potential loss of data rows during ingestion.

44. Frage

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. The file does not contain any measurements (dimension only)
- **B. All mapped Measurements for a given row have values equal to zero**
- **C. Main entity is not mapped**
- D. The source file does not contain the media Buy entity

Antwort: B,C

Begründung:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

45. Frage

Which three statements describe Overarching Entities? 03m 23s

- A. These are mappable dimensions that are present in each and every dataset type
- **B. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.**
- C. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
- **D. When needed, these entities can act as a main entity, replacing the original one.**
- **E. The values of these entities are stored at the workspace level, rather than the data stream level**

Antwort: B,D,E

Begründung:

Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:

B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.

C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.

E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

46. Frage

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- [illegible]

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