

# Examcollection AP-215 Vce - Realistic Composite Test Marketing Cloud Intelligence Accredited Professional Price Free PDF Quiz



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## Composite Test Salesforce AP-215 Price - AP-215 Reliable Exam Preparation

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q38-Q43):

### NEW QUESTION # 38

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

The mapping is as follows:

Day - Day

web\_site\_key -> Main Generic Entity Key

web\_site\_name -> Main Generic Entity Name

Web\_site\_source -> Main Generic Entity Attribute 01

Page Views - Generic Metric 1

How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

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

**Answer: B**

Explanation:

With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web\_site\_key', 'web\_site\_name', and 'Web\_site\_source'. As 'Day' is mapped to 'Day', 'web\_site\_key' to 'Main Generic Entity Key', 'web\_site\_name' to 'Main Generic Entity Name', and 'Web\_site\_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.

The provided file has 4 unique combinations of 'Day', 'web\_site\_key', 'web\_site\_name', and 'Web\_site\_source', as each line has a unique 'web\_site\_key' and 'web\_site\_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

#### NEW QUESTION # 39

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 A
- 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 C**

**Answer: D**

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 # 40

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 January (entire month).

What is the number of opportunities in the Interest stage?

- A. 0
- **B. 1**

- C. 2
- D. 3

**Answer: D**

Explanation:

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

#### NEW QUESTION # 41

What are unstable measurements?

- A. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
- B. Measurements that are set with the LIFETIME aggregation function
- C. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.
- D. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.

**Answer: D**

Explanation:

Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.

Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

#### NEW QUESTION # 42

An implementation engineer has been provided with the below dataset:

\*Note: CPC = Cost per Click

Formula: Cost / Clicks

Which action should an engineer take to successfully integrate CPC?

- A. Populate the logic within a custom measurement. Set Aggregation to SUM.
- B. Populate the logic within a custom measurement. No need to change Aggregation.
- C. Unmap it, as Datorama will calculate it automatically.
- D. Populate the logic within a custom measurement. Set Aggregation to AVG.

**Answer: B**

Explanation:

CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. Reference: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

#### NEW QUESTION # 43

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