

# New AP-215 Study Notes - Reliable AP-215 Cram Materials

AP ENGLISH LITERATURE CRAM CHART // @thinkfiveable // http://fiveable.me			
Recommended Materials	Free Essay Guide	Common Devices	8 Point Prose Matrix
<p>Here are some things to make sure you have ahead of time for when you are taking your exam:</p> <ul style="list-style-type: none"><li>Fiveable Cram Chart (This)</li><li>Full Prose Essay Rubric</li><li>Paper and Writing Utensils</li><li>Calculator</li><li>Whatever helps you focus (comfortable clothes, water, music, etc.)</li><li>Good Workspace</li><li>Materials/devices needed for chosen submission method</li><li>Any helpful links or guides from your teacher</li></ul>	<p>8 steps for successful writing the prose essay in 45 minutes</p> <ol style="list-style-type: none"><li>READ the prompt.</li><li>RETHINK the prompt for assistance.</li><li>READ and ANNOTATE the passage. Seek for answers to your questions and potential areas of factual mistakes.</li><li>WRITE your thesis and plan your body paragraphs.</li><li>BE MINDFUL of time constraints, but don't compromise the quality of your writing because of stress. Pace yourself.</li></ol>	<p>Metaphor/Personification when the devices are being more important than knowing or identifying devices in the passage! These are some common devices to look for if you are stuck:</p> <ul style="list-style-type: none"><li>Time</li><li>Modality</li><li>Imagery</li><li>Comparative Language – Metaphor, Simile</li><li>Diversity in Syntax</li><li>Characterization</li><li>Alliteration</li><li>Patterns in Diction</li></ul>	<p>1 Point Thesis: Refers to the opinion with a thesis that presents a defensible interpretation of the text.</p> <p>8 Point Evidence and Commentary: EVIDENCE: Provides specific evidence to support the claims in a text. COMMENTARY: Consistently explains how the evidence supports a claim or reasoning.</p> <p>Point Structure: Multiple literary elements or techniques in a passage contribute to the meaning.</p> <p>Point of View: Demonstrates an awareness of thought and/or purpose in a literary argument.</p> <p>Point of Style: Shows the College Board</p>
Writing Your Intro	Writing Your Thesis	Writing Body Paragraph	Writing Your Conclusion
<ul style="list-style-type: none"><li>Have a hook. Before you write your thesis statement, there should be 10 sentences that engage the reader and ultimately RELATE to the prompt.</li><li>There are general statements like "a wise man once said..." or "he taught me that..." that are clichés to bring real, meaningful thought into your arguments. You should not use them.</li><li>There are also statements like "the author..." or "the writer..." that are clichés to bring real, meaningful thought into your arguments. You should not use them.</li><li>Make sure you include your thesis within the introduction and give the reader some context. You</li></ul>	<ul style="list-style-type: none"><li>Answer the prompt. Doesn't matter how many fancy words you try to fit into the thesis, you HAVE TO. After you have a thesis, get one point for starting a clear, defensible thesis. Take it.</li><li>A thesis needs to mention every point you are raising in your body paragraphs. Usually there are 2 points, and therefore 3 paragraphs. Let's say you have 3 points in your essay's organization, but don't make it boring or predictable. Use your writing style to inform the reader about your points. CONSIDER adding a few subtitles to a formula that feels awkward.</li><li>Ask and describe the text, discuss it. Explain the "so what?" question that the prompt asks for. It is crucial that you go past surface level reasoning.</li></ul>	<ul style="list-style-type: none"><li>Write short, brief body paragraphs. Don't make the first sentence fact-based; rather, start with a broad idea and use your evidence to support it and connect the idea.</li><li>Do not confuse the reader and the writer. This is the author's perspective. This author is the one who wrote the story. This is the one who is telling the reader what the author thinks.</li><li>Commentary cannot be naked. It needs to be dressed up in evidence. This means that the reader can see the commentary comes from those that are supported by strong evidence in the text and valid to the main point.</li><li>Each body para/paragraph of your essay is to be easily followed by the reader. This means that the first few statements are organized.</li></ul>	<ul style="list-style-type: none"><li>A conclusion is not necessarily a reparation of the introduction. The conclusion is where you introduce new ideas that not fully developed in the body of the essay (sound incomplete) and come to conclude your big idea. This is where you need to add a new point of view, a new context and a new reason to assure the sophisticated point.</li><li>You are at the end. The reader is at the end. The reader is at the end. Make it count. Save an enlightening point for the conclusion while still bringing together the diverse points of view that you built on throughout your essay. Leave the reader thinking by the end, and make sure the reader will essay have convinced them.</li><li>If you have no time at the end, write a restatement of your thesis. If you have to, conclude redundantly than not at all.</li></ul>

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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q57-Q62):

### NEW QUESTION # 57

Client has provided sample files of their data from the following data sources:

Google Campaign Manager

Below are the requirements from the client and additional information:

- \* The sources are linked to each other by shared Media Buy names.
- \* In addition to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.
- \* The source of truth for cost is Google DV360.

As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:

Please note:

- \* All other measurements were mapped as well to the appropriate fields.
- \* No other mapping manipulations or formulas were implemented.

How many records will the merged table hold?

- A. 0
- **B. 1**
- C. 2
- D. Depends on the Data Updates Permissions

**Answer: B**

Explanation:

Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

### NEW QUESTION # 58

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux\_wa90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- **A. Mapping formula**
- **B. Calculated Dimensions**
- **C. Patterns**
- D. Data Fusion
- E. Vlookup 0

**Answer: A,B,C**

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

### NEW QUESTION # 59

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

**Answer: B**

#### 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 # 60

A client would like to integrate the following two sources:

Google Campaign Manager:

IAS:

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Name, Impressions
- B. Media Buy Type, Analyzed Impressions
- **C. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions**
- D. Creative Name, Impressions, Analyzed Impressions

#### Answer: C

#### Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

### NEW QUESTION # 61

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: C

#### 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 # 62

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Speedlight: The image will be lit by a single Speedlight in a softbox, Structural Reliable AP-215 Cram Materials color is a type of reflected color that changes in hue and intensity as light strikes multiple surface layers from different angles.

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