



Salesforce

AP-215 Exam

Marketing Cloud Intelligence Accredited Professional

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Question 1. (Single Select)

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A: Performance
- B: Ease of setup
- C: Ease of maintenance
- D: Scalability

Correct Answer: A

Explanation:

In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

Question 2. (Multi Select)

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

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

Correct Answer: A, C

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.

Question 3. (Single Select)

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:

Extract 'Campaign Name'

5th position

If extracted value is not

'Messi'

Or

'Ronaldo'

Extract 'Media Buy Name'

3rd position

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 apply two Classification Rules (one for

'Messi' and another for Ronaldo') for the final Harmonized

B: Create a second Pattern for Media Buy Name

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

D: Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension

Correct Answer: A

Explanation:

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.

Question 4. (Single Select)

A client has integrated data from Facebook Ads, Twitter Ads, and Google Ads in Marketing Cloud Intelligence. For each data source, the data

follows a naming convention as shown below:

Facebook Ads Naming Convention - Campaign Name:

Camp|D_CampName#Market_Objective#TargetAge_TargetGender

Twitter Ads Naming Convention - Media Buy Name:

Market|TargetAge|Objective|OrderID

' Google Ads Naming Convention - Media Buy Name:

Buying Type_Market_Objective

The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization 'Center.

In addition to the previous details, the client provides the following data sample:

Campaign Name (Facebook Ads)	Clicks	Impressions
1234_ABC#FR_Awareness#18-25_M/F	10	20
1235_ABB#ES_Awareness#18-25_F	5	8

Media Buy Name (Twitter Ads)	Clicks	Impressions
UK 18-25 Awareness 1212	5	10
ES 25-40 Retargeting 2342	4	7

Media Buy Name (Google Ads)	Clicks	Impressions
CPC_FR_Awareness	2	8
CPM_US_Retargeting	6	4

Classification File		Validation List
Market Code	Market Name	BR
ES	Spain	DE
FR	France	ES
		FR
		JP
		US

Logic specification: If a value is not present in the Validation List, return "Not Valid" If a value is not present in the Classification File, return "Unclassified". If the Harmonization center is used to harmonize the above data and files, what table will show the final output? A) B)

Market	Clicks	Impressions
France	12	28
Spain	9	15
Unclassified	11	14

C)

Market	Clicks	Impressions
France	12	28
Spain	9	15
Not Valid	5	10
Unclassified	6	4

D)

Market	Clicks	Impressions
France	12	28
Spain	9	15
UK	5	10
US	6	4

A: Option A

B: Option B

C: Option C

D: Option D

Correct Answer: B

Explanation:

The correct table would be Option B. The harmonization process would identify the 'Market' from the campaign or media buy name based on the delimiter and position rules specified in the naming conventions. The harmonized 'Market' would then be matched against the classification file and validation list. If a value does not match the validation list, it would return 'Not Valid', and if it's not present in the classification file, it would return 'Unclassified'. Option B is the only table showing the 'Not Valid' category which aligns with the logic specification provided.

Question 5. (Single Select)

Which Marketing Cloud Intelligence field is considered an attribute and not a “variable”?

- A: Campaign Category
- B: Device Category
- C: Device Browser
- D: Geo Location

Correct Answer: B**Explanation:**

In Marketing Cloud Intelligence, attributes refer to characteristics of the data that describe the environment or context but do not change within the scope of the data being analyzed. 'Device Category' is typically an attribute as it describes a characteristic of the device used and doesn't vary within a given session or user interaction. In contrast, variables are typically metrics or dimensions that can change value or be measured.



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