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**Marketing Cloud Intelligence Accredited Professional
(AP-215)**



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Question: 1

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

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

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

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

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_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

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

Answer: A, B, E

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.

Question: 4

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.

Data Source Name	Number of Data Streams	Harmonization Field	Harmonization Logic
Facebook Ads	75	Objective	Code found in the 2nd position of Media Buy Name and following logic is applied: If code = "awa" → "Awareness" If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extract
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
LinkedIn Ads	10	Objective	Return "N/A"

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

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

Answer: A, B, D

Explanation:

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.

Reference: Information is based on general knowledge of marketing data harmonization and standard practices as patterns and classification rules are common features in data platforms,

extrapolated to fit the context of Salesforce Marketing Cloud Intelligence.

Question: 5

An implementation engineer is requested to apply the following logic:

Data Source Name	LinkedIn Ads	AdRoll	Google Analytics
Platform	Extract 'Campaign Name' Delimiter "_" Position 4	Extract 'Media Buy Name' Delimiter "_" Position 3	Extract Web Analytics Site Medium Delimiter "/" Position 0
Line of Business	Extract 'Media Buy Name' Delimiter "_" Position 7	Extract 'Media Buy Name' Delimiter "_" Position 2	N/A

To apply the above logic, the engineer used only the Harmonization Center, without any mapping manipulations. What is the minimum amount of Patterns creating both 'Platform' and 'Line of Business'?"

- A. 2
- B. 3
- C. 5
- D. 4

Answer: B

Explanation:

To create both 'Platform' and 'Line of Business' fields using Patterns in the Harmonization Center without mapping manipulations, the engineer would need to create separate patterns for each data source mentioned. According to the provided images:

One pattern for LinkedIn Ads, to extract the 'Campaign Name' at position 4 for the Platform and 'Media Buy Name' at position 7 for Line of Business.

One pattern for AdRoll, to extract 'Media Buy Name' at position 3 for Platform and at position 2 for Line of Business.

One pattern for Google Analytics, which seems not required for the Platform but could apply if the Line of Business extraction is necessary, although it states N/A.

Hence, a minimum of 3 patterns would be necessary to create the fields required.

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