

Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)



NEW QUESTION 1

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.
- B. Data Cloud will only update the formula on a go-forward basis for new records.
- C. Data Cloud does not support formula field updates for data streams of type upsert.
- D. Data Cloud will update the formula for all records at the next incremental upsert refresh.

Answer: D

Explanation:

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

NEW QUESTION 2

What is the result of a segmentation criteria filtering on City | Is Equal To | 'San José'?

- A. Cities containing 'San José', 'San Jose', 'san jose', or 'san jose'
- B. Cities only containing 'San Jose' or 'san jose'
- C. Cities only containing 'San Jose' or 'San Jose'
- D. Cities only containing 'San José' or 'san José'

Answer: D

Explanation:

The result of a segmentation criteria filtering on City | Is Equal To | 'San José' is cities only containing 'San José' or 'san José'. This is because the segmentation criteria is case-sensitive and accent-sensitive, meaning that it will only match the exact value that is entered in the filter. Therefore, cities containing 'San Jose', 'san jose', or 'San Jose' will not be included in the result, as they do not match the filter value exactly. To include cities with different variations of the name 'San José', you would need to use the OR operator and add multiple filter values, such as 'San José' OR 'San Jose' OR 'san jose' OR 'san José'. References: Segmentation Criteria, Segmentation Operators

NEW QUESTION 3

A user is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

- A. Value suggestion is still processing and to be available.
- B. Value suggestion requires Data Aware Specialist permissions at a minimum.
- C. Value suggestion can only work on direct attributes and not related attributes.
- D. Value suggestion will only return result for the first 50 values of a specific attribute.

Answer: A

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION 4

How can a consultant modify attribute names to match a naming convention in Cloud File Storage targets?

- A. Use a formula field to update the field name in an activation.
- B. Update attribute names in the data stream configuration.
- C. Set preferred attribute names when configuring activation.
- D. Update field names in the data model object.

Answer: C

Explanation:

A Cloud File Storage target is a type of data action target in Data Cloud that allows sending data to a cloud storage service such as Amazon S3 or Google Cloud Storage. When configuring an activation to a Cloud File Storage target, a consultant can modify the attribute names to match a naming convention by setting preferred attribute names in Data Cloud. Preferred attribute names are aliases that can be used to control the field names in the target file. They can be set for each attribute in the activation configuration, and they will override the default field names from the data model object. The other options are incorrect because they do not affect the field names in the target file. Using a formula field to update the field name in an activation will not change the field name, but only the field value. Updating attribute names in the data stream configuration will not affect the existing data lake objects or data model objects. Updating field names in the data model object will change the field names for all data sources and activations that use the object, which may not be desirable or consistent. References: Preferred Attribute Name, Create a Data Cloud Activation Target, Cloud File Storage Target

NEW QUESTION 5

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds. The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments. How should the Data Cloud consultant configure this activation?

- A. Include Fund Type equal to "Mutual Fund" as a related attribute
- B. Configure an activation based on the new segment with no additional attributes.
- C. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- D. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
- E. Include Fund Name and Fund Type by default for post processing in the target system.

Answer: B

Explanation:

To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:

? A. Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.

? C. Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.

? D. Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION 6

A consultant wants to build a new audience in Data Cloud. Which three criteria can the consultant include when building a segment? Choose 3 answers

- A. Direct attributes
- B. Data stream attributes
- C. Calculated Insights
- D. Related attributes
- E. Streaming insights

Answer: ACD

Explanation:

A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:

? Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.

? Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.

? Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.

The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms. Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization.

References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION 7

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

- A. Party Identification on Patient ID
- B. Exact Last Name and Email
- C. Email Address and Phone
- D. Fuzzy First Name, Exact Last Name, and Email

Answer: A

Explanation:

Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person. Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

NEW QUESTION 8

A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing. What should a consultant recommend in this scenario?

- A. Clone the data source object.
- B. Use batch transforms to create a second data lake object.
- C. Create a junction object in Salesforce CRM and modify the ingestion strategy.
- D. Create a data kit from the data lake object and deploy it to the same Data Cloud org.

Answer: B

Explanation:

Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

NEW QUESTION 9

A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours. Which two areas should a consultant review to troubleshoot this issue? Choose 2 answers

- A. Review data transformations to ensure they're run after calculated insights.
- B. Review calculated insights to make sure they're run before segments are refreshed.
- C. Review segments to ensure they're refreshed after the data is ingested.
- D. Review calculated insights to make sure they're run after the segments are refreshed.

Answer: BC

Explanation:

The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

NEW QUESTION 10

Cumulus Financial uses calculated insights to compute the total banking value per branch for its high net worth customers. In the calculated insight, "banking value" is a metric, "branch" is a dimension, and "high net worth" is a filter. What can be included as an attribute in activation?

- A. "high net worth" (filter)
- B. "branch" (dimension) and "banking metric"
- C. "banking value" (metric)
- D. "branch" (dimension)

Answer: D

Explanation:

According to the Salesforce Data Cloud documentation, an attribute is a dimension or a measure that can be used in activation. A dimension is a categorical variable that can be used to group or filter data, such as branch, region, or product. A measure is a numerical variable that can be used to calculate metrics, such as revenue, profit, or count. A filter is a condition that can be applied to limit the data that is used in a calculated insight, such as high net worth, age range, or gender. In this question, the calculated insight uses "banking value" as a metric, which is a measure, and "branch" as a dimension. Therefore, only "branch" can be included as an attribute in activation, since it is a dimension. The other options are either measures or filters, which are not attributes. References: Data Cloud Permission Sets, Salesforce Data Cloud Exam Questions

NEW QUESTION 10

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket. Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

- A. Use an S3 Private Key Certificate.
- B. Use an S3 Encrypted Username and Password.
- C. Use a JWT Token generated on S3.
- D. Use an S3 Access Key and Secret Key.

Answer: D

Explanation:

To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. References: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog

Learn more

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NEW QUESTION 14

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years. Which Data Cloud component allows for this?

- A. Nested segments
- B. Segment exclusion
- C. Calculated insights
- D. Segment membership data model object

Answer: D

Explanation:

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

NEW QUESTION 17

A customer has a requirement to be able to view the last time each segment was published within their Data Cloud org. Which two features should the consultant recommend to best address this requirement? Choose 2 answers

- A. Profile Explorer
- B. Calculated insight
- C. Dashboard
- D. Report

Answer: CD

Explanation:

A customer who wants to view the last time each segment was published within their Data Cloud org can use the dashboard and report features to achieve this requirement. A dashboard is a visual representation of data that can show key metrics, trends, and comparisons. A report is a tabular or matrix view of data that can show details, summaries, and calculations. Both dashboard and report features allow the user to create, customize, and share data views based on their needs and preferences. To view the last time each segment was published, the user can create a dashboard or a report that shows the segment name, the publish date, and the publish status fields from the segment object. The user can also filter, sort, group, or chart the data by these fields to get more insights and analysis. The user can also schedule, refresh, or export the dashboard or report data as needed. References: Dashboards, Reports

NEW QUESTION 18

To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name. What are two ways to achieve this outcome? Choose 2 answers

- A. Include campaign identifier in the activation name.
- B. Hard code the campaign identifier as a new attribute in the campaign activation.
- C. Include campaign identifier in the filename specification.
- D. Include campaign identifier in the segment name.

Answer: AC

Explanation:

The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is "Campaign_123" and the filename specification is "{segmentName}_{date}", the resulting file name will be "Campaign_123_SegmentA_2023-12-18.csv". This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM. The other options are not correct. Option B is incorrect because hard coding the campaign identifier as a new attribute in the campaign activation is not possible. The campaign activation does not have any attributes, only settings. Option D is incorrect because including the campaign identifier in the segment name is not sufficient. The segment name is not used in the filename of the exported file, unless it is specified in the filename specification. Therefore, the user will not be able to see the campaign identifier in the file name.

NEW QUESTION 22

Which consideration related to the way Data Cloud ingests CRM data is true?

- A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.
- B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.
- C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
- D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

Answer: D

Explanation:

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time. This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have

the most up-to- date and accurate CRM data for segmentation and activation¹.

The other options are incorrect for the following reasons:

? A. CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page². This option is false.

? B. The CRM Connector's synchronization times can be customized to up to 60- minute intervals, not 15-minute intervals³. This option is false.

? C. Formula fields are not refreshed at regular sync intervals, but only at the next full refresh⁴. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered. This option is false.

References:

? 1: Connect and Ingest Data in Data Cloud article on Salesforce Help

? 2: Data Sources in Data Cloud unit on Trailhead

? 3: Data Cloud for Admins module on Trailhead

? 4: [Formula Fields in Data Cloud] unit on Trailhead

? : [Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION 23

When performing segmentation or activation, which time zone is used to publish and refresh data?

A. Time zone specified on the activity at the time of creation

B. Time zone of the user creating the activity

C. Time zone of the Data Cloud Admin user

D. Time zone set by the Salesforce Data Cloud org

Answer: D

Explanation:

The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish. Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION 28

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM. This custom object stores the email address a Contact that they want to use for activation. To which data entity is mapped?

A. Contact

B. Contact Point_Email

C. Custom customer Email c object

D. Individual

Answer: B

Explanation:

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email c object. The other options are not the correct data entities to map to because:

? A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

? C. The custom Customer Email c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

? D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION 33

Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.

What should a consultant do to accommodate this request?

A. Use a calculated insight paired with a flow.

B. Use streaming data transform with a flow.

C. Use a streaming insight paired with a data action

D. Use streaming data transform combined with a data action.

Answer: C

Explanation:

A streaming insight is a type of insight that analyzes streaming data in real time and triggers actions based on predefined conditions. A data action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. By using a streaming insight paired with a data action, a consultant can accommodate Cumulus Financial's request to track the daily transaction volume of each customer and send out a notification when the volume is outside the normal range. A calculated insight is a type of insight that performs calculations on data in a data space and stores the results in a data extension. A streaming data transform is a type of data transform that applies transformations to streaming data in real time and stores the results in a data extension. A flow is a type of automation that executes a series of actions when triggered by an event, a schedule, or another flow. None of these options can achieve the same functionality as a streaming insight paired with a data action. References: Use Insights in Data Cloud Unit, Streaming Insights and Data Actions Use Cases, Streaming Insights and Data Actions Limits and Behaviors

NEW QUESTION 36

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

- A. Batch transform
- B. Calculated insight
- C. Streaming insight
- D. Formula fields

Answer: C

Explanation:

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables. References: Streaming Insight, Create Streaming Insights

NEW QUESTION 41

A consultant is working in a customer's Data Cloud org and is asked to delete the existing identity resolution ruleset. Which two impacts should the consultant communicate as a result of this action? Choose 2 answers

- A. All individual data will be removed.
- B. Unified customer data associated with this ruleset will be removed.
- C. Dependencies on data model objects will be removed.
- D. All source profile data will be removed

Answer: BC

Explanation:

Deleting an identity resolution ruleset has two major impacts that the consultant should communicate to the customer. First, it will permanently remove all unified customer data that was created by the ruleset, meaning that the unified profiles and their attributes will no longer be available in Data Cloud1. Second, it will eliminate dependencies on data model objects that were used by the ruleset, meaning that the data model objects can be modified or deleted without affecting the ruleset1. These impacts can have significant consequences for the customer's data quality, segmentation, activation, and analytics, so the consultant should advise the customer to carefully consider the implications of deleting a ruleset before proceeding. The other options are incorrect because they are not impacts of deleting a ruleset. Option A is incorrect because deleting a ruleset will not remove all individual data, but only the unified customer data. The individual data from the source systems will still be available in Data Cloud1. Option D is incorrect because deleting a ruleset will not remove all source profile data, but only the unified customer data. The source profile data from the data streams will still be available in Data Cloud1. References: Delete an Identity Resolution Ruleset

NEW QUESTION 43

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Engagement
- B. Product
- C. Party
- D. Sales Order

Answer: D

Explanation:

The Sales Order subject area defines the details of an order placed by a customer for one or more products or services. It includes information such as the order date, status, amount, quantity, currency, payment method, and delivery method. The Sales Order subject area also allows you to track the revenue or quantity for an opportunity by product family, which is a grouping of products that share common characteristics or features. For example, you can use the Sales Order Line Item DMO to associate each product in an order with its product family, and then use the Sales Order Revenue DMO to calculate the total revenue or quantity for each product family in an opportunity. References: Sales Order Subject Area, Sales Order Revenue DMO Reference

NEW QUESTION 47

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email. What should NTO do to ensure the best email address is activated?

- A. Include Contact Point Email object Is Active field as a match rule.
- B. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.
- C. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.
- D. Set the default reconciliation rule to Last Updated.

Answer: B

Explanation:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

NEW QUESTION 49

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count. What is a reason for this?

- A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activation
- B. If the individual does not have a related Contact Point, it will not be activated.
- C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- D. Marketing Cloud activations only activate those individuals that already exist in Marketing Clou
- E. They do not allow activation of new records.
- F. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

Answer: A

Explanation:

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION 54

A user has built a segment in Data Cloud and is in the process of creating an activation. When selecting related attributes, they cannot find a specific set of attributes they know to be related to the individual.

Which statement explains why these attributes are not available?

- A. The segment is not segmenting on profile data.
- B. The attributes are being used in another activation.
- C. The desired attributes reside on different related paths.
- D. Activations can only include 1-to-1 attributes.

Answer: C

Explanation:

The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity. However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one-to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes. References:

- ? Related Attributes in Activation
- ? Considerations for Selecting Related Attributes
- ? Salesforce Launches: Data Cloud Consultant Certification
- ? Create a Segment in Data Cloud

NEW QUESTION 56

Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Automation Studio and Profile file API
- B. Marketing Cloud Connect API
- C. Marketing Cloud Data extension Data Stream
- D. Email Studio Starter Data Bundle

Answer: C

Explanation:

The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space. Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.

The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.

References:

- ? Marketing Cloud Data Extension Data Stream
- ? Data Cloud Data Ingestion
- ? [Marketing Cloud Data Extension Data Stream API]
- ? [Marketing Cloud Connect API]
- ? [Email Studio Starter Data Bundle]

NEW QUESTION 60

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these

candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

- A. Streaming data transform
- B. Streaming insight
- C. Calculated insight
- D. Batch data transform

Answer: B

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

? A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

? A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

? A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION 65

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand. Which capability best supports NTO's desire to separate its data by brand?

- A. Data streams for each brand
- B. Data model objects for each brand
- C. Data spaces for each brand
- D. Data sources for each brand

Answer: C

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit¹. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation². For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands³. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand⁴. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand⁵. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand.

References: Data

Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION 66

A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.

Which two areas should the consultant review to help troubleshoot this issue? Choose 2 answers

- A. The related engagement events occurred within the last 90 days.
- B. The activations are referencing segments that segment on profile data rather than engagement data.
- C. The correct path is selected for the related attributes.
- D. The activated profiles have a Unified Contact Point.

Answer: AC

Explanation:

Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:

? For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.

? The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters. The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

NEW QUESTION 70

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via an SFTP site. How should the file be brought into Data Cloud?

- A. Ingest the file with the SFTP Connector.
- B. Ingest the file through the Cloud Storage Connector.
- C. Manually import the file using the Data Import Wizard.

D. Use Salesforce's Dataloader application to perform a bulk upload from a desktop.

Answer: A

Explanation:

The SFTP Connector is a data source connector that allows Data Cloud to ingest data from an SFTP server. The customer can use the SFTP Connector to create a data stream from their exported file and bring it into Data Cloud as a data lake object. The other options are not the best ways to bring the file into Data Cloud because:

? B. The Cloud Storage Connector is a data source connector that allows Data Cloud to ingest data from cloud storage services such as Amazon S3, Azure Storage, or Google Cloud Storage. The customer does not have their data in any of these services, but only on an SFTP site.

? C. The Data Import Wizard is a tool that allows users to import data for many standard Salesforce objects, such as accounts, contacts, leads, solutions, and campaign members. It is not designed to import data from an SFTP site or for custom objects in Data Cloud.

? D. The Dataloader is an application that allows users to insert, update, delete, or export Salesforce records. It is not designed to ingest data from an SFTP site or into Data Cloud. References: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

NEW QUESTION 74

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores empty fields when running any custom match rules
- B. Ignores empty fields when running reconciliation rules
- C. Ignores Individual object records with empty fields when running identity resolution rules
- D. Ignores empty fields when running the standard match rules

Answer: B

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

References:

? Data Cloud Identity Resolution Reconciliation Rule Input

? Configure Identity Resolution Rulesets

? Data and Identity in Data Cloud

NEW QUESTION 78

The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.

Which statement addresses the cause of this issue?

- A. The Salesforce Integration User is missing Read permissions on the newly created field.
- B. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
- C. Custom fields on the Case object are not supported for ingesting into Data Cloud.
- D. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.

Answer: A

Explanation:

The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. References: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

NEW QUESTION 79

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Individual
- B. Transaction
- C. Sales Order
- D. Engagement

Answer: B

Explanation:

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud. Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION 82

A customer needs to integrate in real time with Salesforce CRM. Which feature accomplishes this requirement?

- A. Streaming transforms
- B. Data model triggers
- C. Sales and Service bundle
- D. Data actions and Lightning web components

Answer: A

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro- batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

? B. Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

? C. Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

? D. Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

References:

- ? 1: Load Data into Data Cloud
- ? 2: [Data Streams in Data Cloud]
- ? 3: [Data Model Triggers in Data Cloud] unit on Trailhead
- ? 4: [Sales and Service Bundle in Data Cloud] unit on Trailhead
- ? 5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead
- ? : [Data Model in Data Cloud] unit on Trailhead
- ? : [Create a Data Model Object] article on Salesforce Help
- ? : [Data Sources in Data Cloud] unit on Trailhead
- ? : [Connect and Ingest Data in Data Cloud] article on Salesforce Help
- ? : [Data Spaces in Data Cloud] unit on Trailhead
- ? : [Create a Data Space] article on Salesforce Help
- ? : [Segments in Data Cloud] unit on Trailhead
- ? : [Create a Segment] article on Salesforce Help
- ? : [Activations in Data Cloud] unit on Trailhead
- ? : [Create an Activation] article on Salesforce Help

NEW QUESTION 87

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