Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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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 $3 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
A consultant is setting up a data stream with transactional data, Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

A. Text
B. Number
C. Decimal
D. Serial

Answer: A

Explanation:
The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data123. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. References:
? Zeros at the start of a field appear to be omitted in Data Exports
? Keep First '0' When Importing a CSV File
? Import and export address fields that begin with a zero or contain a plus symbol

NEW QUESTION 3
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 4
A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

A. Create a custom DMO from scratch that has all fields that are needed.
B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
C. Create custom fields on the standard Individual DMO.
D. Duplicate the standard Individual DMO and add the additional fields.

Answer: C

Explanation:
The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:
? 1: Data Model Objects in Data Cloud

NEW QUESTION 5
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 Emil
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 6
Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.
What should the consultant do to accomplish this?

A. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
B. Use the data spaces feature and applying filtering on the Account data lake object based on Country.
C. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
D. Use formula fields based on the account Country field to filter incoming records.

Answer: B

Explanation:
Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries.
References: Data Spaces, Create a Data Space

NEW QUESTION 7
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 8
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. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activation
C. If the individual does not have a related Contact Point, it will not be activated.

D. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
E. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud.They do not allow activation of new records.

Answer: B

Explanation:
Data Cloud requires a Contact Point for Marketing Cloud activations, which is
a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION 9
Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

A. Confirm the Create object permission is enabled in the Data Cloud org.
B. Confirm the View All object permission is enabled in the source Salesforce CRM org.
C. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
D. Confirm that the Modify Object permission is enabled in the Data Cloud org.

Answer: B

Explanation:
To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings1. Without this permission, the custom object will not be available in the New Data Stream configuration2. References:
? Manage Access with Data Cloud Permission Sets
? Object Permissions

NEW QUESTION 10
A consultant is integrating an Amazon 53 activated campaign with the customer's destination system.
In order for the destination system to find the metadata about the segment, which file on the 53 will
contain this information for processing?

A. The .txt file
B. The json file
C. The .csv file
D. The .zip file

Answer: B

Explanation:
The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file. The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION 10
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 14
Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record.
Which two features should a consultant consider for this use case? Choose 2 answers

A. Data Action
B. Profile API
C. Lightning Web Components
D. Query APL

Answer: BC

Explanation:

A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:
? Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and related attributes in Data Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.
? Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.
The other two options are not relevant for this use case. 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. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record.
References: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

NEW QUESTION 19
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 22
Which information is provided in a .csv file when activating to Amazon S3?

A. An audit log showing the user who activated the segment and when it was activated
B. The activated data payload
C. The metadata regarding the segment definition
D. The manifest of origin sources within Data Cloud

Answer: B

Explanation:
When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket1. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated2. The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics3. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab4. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab5. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

NEW QUESTION 25
Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.
What are two of the available datasets in Marketing Cloud Starter Data Bundles? Choose 2 answers

A. Personalization
B. MobileConnect
C. Loyalty Management
D. MobilePush

Answer: BD

Explanation:
The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud1. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush2. These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications2. By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys1. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience3. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers4. References: Marketing Cloud Starter Data Bundles in Data Cloud,

Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

NEW QUESTION 26
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 consultant is building a segment to announce a new product launch for customers that have previously purchased black pants.
How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

A. Place the attribute for product color in one container and the attribute for product type in another container.
B. Place an attribute for the "black" calculated insight to dynamically apply
C. Place the attributes for product and product type as direct attributes.
D. Place the attributes for product color and product type in a single container.

Answer: D

Explanation:
To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the “black” calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:
? Create a Segment in Data Cloud
? Learn About Segmentation Tools
? Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION 32
A user Is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

A. Value suggestion will only return results for the first 50 values of a specific attribute,
B. Value suggestion can only work on direct attributes and not related attributes.
C. Value suggestion requires Data Aware Specialist permissions at a minimum.
D. Value suggestion is still processing and takes up to 24 hours to be available.

Answer: D

Explanation:
The most likely cause of this issue is that value suggestion is still processing and takes up to 24 hours to be available. Value suggestion is a feature that enables you to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature needs to be enabled for each DMO field, and it can take up to 24 hours for the suggested values to appear after enabling the feature1. Therefore, if a user is not seeing suggested values from newly-modeled data, it could be that the data has not been processed yet by the value suggestion feature. References:
? Use Value Suggestions in Segmentation

NEW QUESTION 33
Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

A. Is Today
B. Is Birthday
C. Is Between
D. Is Anniversary Of

Answer: D

Explanation:
To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:
? A. The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.
? B. The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.
? C. The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if

the date field is 1990-01-01 and the range is 2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

NEW QUESTION 38
Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

A. Engagement
B. Membership
C. Party
D. Global Account

Answer: C

Explanation:
The data model subject area that should be used for any Organization, Individual, or Member in the Customer 360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):
? Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.
? Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.
? Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.
The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc. References:
? Data Model Subject Areas
? Party Subject Area
? Customer 360 Data Model

NEW QUESTION 40
What should a user do to pause a segment activation with the intent of using that segment again?

A. Deactivate the segment.
B. Delete the segment.
C. Skip the activation.
D. Stop the publish schedule.

Answer: A

Explanation:
The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time1. This option allows the user to pause a segment activation with the intent of using that segment again.
The other options are incorrect for the following reasons:
? B. Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone2. This option does not allow the user to use the segment again.
? C. Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles3. This option does not pause the segment activation indefinitely.
? D. Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment4. This option does not pause the segment activation completely.
References:
? 1: Deactivated Segment article on Salesforce Help
? 2: Delete a Segment article on Salesforce Help
? 3: Skip an Activation article on Salesforce Help
? 4: Stop a Publish Schedule article on Salesforce Help

NEW QUESTION 42
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 45
A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?
Choose 2 answers

A. Data model objects
B. Segments
C. Calculated insights
D. Identity resolution rulesets

Answer: AD

Explanation:
To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
? Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.
? Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:
? 1: Data Model Objects in Data Cloud
? 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION 48
A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.
Which configuration change should a consultant consider in order to increase the consolidation rate?

A. Change reconciliation rules to Most Occurring.
B. Increase the number of matching rules.
C. Include additional attributes in the existing matching rules.
D. Reduce the number of matching rules.

Answer: B

Explanation:
The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as 1 - (number of unified individuals / number of source individuals). For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes. By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION 50
A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally Identifiable information (Pll).
How should the fields be mapped to support identity resolution?

A. Create a new custom object with fields that directly match the incoming table.
B. Map all fields to the Customer object.
C. Map name to the Individual object and email address to the Contact Phone Email object.
D. Map all fields to the Individual object, adding a custom field for the email address.

Answer: C

Explanation:
To support identity resolution in Data Cloud, the fields from the Master Customer table should be mapped to the standard data model objects that are designed for this purpose. The Individual object is used to store the name and other personally identifiable information (PII) of a customer, while the Contact Phone Email object is used to store the primary email address and other contact information of a customer. These objects are linked by a relationship field that indicates the contact information belongs to the individual. By mapping the fields to these objects, Data Cloud can use the identity resolution rules to match and reconcile the profiles from different sources based on the name and email address fields. The other options are not recommended because they either create a new custom object that is not part of the standard data model, or map all fields to the Customer object that is not intended for identity resolution, or map all fields to the Individual object that does not have a standard email address field. References: Data Modeling Requirements for Identity Resolution, Create Unified Individual Profiles

NEW QUESTION 51
During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.
Which two considerations should the consultant inform the customer about? Choose 2 answers

A. Data deletion requests are reprocessed at 30, 60, and 90 days.
B. Data deletion requests are processed within 1 hour.
C. Data deletion requests are submitted for Individual profiles.
D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds.

Answer: CD

Explanation:
When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:
? Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.
? Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D): When a data deletion request is made through the

Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

NEW QUESTION 55
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 57
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 62
A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting. Another team member works remotely in the Eastern time zone.
Which user will see their home time zone in the segment and activation schedule areas?

A. The team member in the Pacific time zone.
B. The team member in the Eastern time zone.
C. Neither team member; Data Cloud shows all schedules in GMT.
D. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user

Answer: D

Explanation:
The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:
? Data Cloud Time Zones
? Change default time zones for Users and the organization
? Change your time zone settings in Salesforce, Google & Outlook
? DateTime field and Time Zone Settings in Salesforce

NEW QUESTION 63
Which configuration supports separate Amazon S3 buckets for data ingestion and activation?

A. Dedicated S3 data sources in Data Cloud setup
B. Multiple S3 connectors in Data Cloud setup
C. Dedicated S3 data sources in activation setup
D. Separate user credentials for data stream and activation target

Answer: A

Explanation:
To support separate Amazon S3 buckets for data ingestion and activation, you need to configure dedicated S3 data sources in Data Cloud setup. Data sources are used to identify the origin and type of the data that you ingest into Data Cloud1. You can create different data sources for each S3 bucket that you want to use for ingestion or activation, and specify the bucket name, region, and access credentials2. This way, you can separate and organize your data by different criteria, such as brand, region, product, or business unit3. The other options are incorrect because they do not support separate S3 buckets for data ingestion and

activation. Multiple S3 connectors are not a valid configuration in Data Cloud setup, as there is only one S3 connector available4. Dedicated S3 data sources in activation setup are not a valid configuration either, as activation setup does not require data sources, but activation targets5. Separate user credentials for data stream and activation target are not sufficient to support separate S3 buckets, as you also need to specify the bucket name and region for each data source2.
References: Data Sources Overview, Amazon S3 Storage Connector, Data Spaces Overview, Data Streams Overview, Data Activation Overview

NEW QUESTION 68
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 73
A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".
Which two troubleshooting tips should help remedy this issue? Choose 2 answers

A. Split the segment into smaller segments.
B. Use calculated insights in order to reduce the complexity of the segmentation query.
C. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
D. Space out the segment schedules to reduce DLO load.

Answer: AB

Explanation:
The error “Segment references too many data lake objects (DLOs)” occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:
? Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error. The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.
? Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute. For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.
The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs) is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment query complexity.
References:
? Troubleshoot Segment Errors
? Create a Calculated Insight
? Create a Segment in Data Cloud

NEW QUESTION 74
When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?
GoodsProduct | Count | At Least | 1 Color | Is Equal To | red
AND
GoodsProduct | Count | At Least | 1 PrimaryProductCategory | Is Equal To | shoes

A. Individuals who purchased at least one of any red’ product and also purchased at least one pair of ‘shoes’
B. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
C. Individuals who made a purchase of at least one 'red shoes’ and nothing else
D. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'

Answer: A

Explanation:
When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to ‘red’ and at least one product with the primary

product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.
The other options are incorrect because they imply different logical operators or conditions.
Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.
References:
? Create a Container for Segmentation
? Create a Segment in Data Cloud
? Navigate Data Cloud Segmentation

NEW QUESTION 78
A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.
Which object should the consultant use in identity resolution to perform exact match rules on the
Loyalty ID?

A. Party Identification object
B. Loyalty Identification object
C. Individual object
D. Contact Identification object

Answer: A

Explanation:
The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.
The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.
References:
? Data Modeling Requirements for Identity Resolution
? Identity Resolution in a Data Space
? Configure Identity Resolution Rulesets
? Map Required Objects
? Data and Identity in Data Cloud

NEW QUESTION 80
A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).
Which sequence of data model object (DMO) joins is necessary within the calculated Insight to
enable this calculation?

A. Unified Individual > Unified Link Individual > Sales Order
B. Unified Individual > Individual > Sales Order
C. Sales Order > Individual > Unified Individual
D. Sales Order > Unified Individual

Answer: A

Explanation:
To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution1. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system2. The Sales Order DMO represents the sales order information from a source system3. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile4. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

NEW QUESTION 84
A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why.
What are two likely explanations for the increase? Choose 2 answers

A. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
B. Duplicates have been removed from source system data streams.
C. Identity resolution rules have been removed to reduce the number of matched profiles.
D. Identity resolution rules have been added to the ruleset to increase the number of matchedprofiles.

Answer: AD

Explanation:
The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as 1 - (number of unified profiles / number of source profiles). A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:
? New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as

their old CRM system, the new data source will overlap with the existing one. When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.
? Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.
References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION 88
A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.
What should the consultant do to address this issue?

A. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
B. Create and run a new rules fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
C. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
D. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

Answer: C

Explanation:
Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency. Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution.
References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identiy Resolution.

NEW QUESTION 89
Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a "NO FILE FOUND" error message?
Choose 2 answers

A. Check if correct permissions are configured for the Data Cloud user.
B. Check if the Amazon S3 data source is enabled in Data Cloud Setup.
C. Check If the file exists in the specified bucket location.
D. Check if correct permissions are configured for the S3 user.

Answer: AC

Explanation:
A "NO FILE FOUND" error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:
? The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.
? The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly. References: Create Amazon S3 Data Stream in Data Cloud, How to Use the Amazon S3 Storage Connector in Data Cloud, Amazon S3 Connection

NEW QUESTION 90
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 bata 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 95
A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.
What is the cause of this issue?

A. Data has not yes been ingested into the DMO.
B. The new DMO is not of category Profile.
C. The new DMO does not have a relationship to the individual DMO
D. Segmentation is only supported for the Individual and Unified Individual DMOs.

Answer: B

Explanation:
The cause of this issue is that the new custom data model object (DMO) is not of category Profile. A category is a property of a DMO that defines its purpose and functionality in Data Cloud. There are three categories of DMOs: Profile, Event, and Other.
Profile DMOs are used to store attributes of individuals or entities, such as name, email, address, etc. Event DMOs are used to store actions or interactions of individuals or entities, such as purchases, clicks, visits, etc. Other DMOs are used to store any other type of data that does not fit into the Profile or Event categories, such as products, locations, categories, etc. Only Profile DMOs can be used for creating segments in Data Cloud, as segments are based on the attributes of individuals or entities. Therefore, if the new custom DMO is not of category Profile, it will not appear in the segmentation canvas. The other options are not correct because they are not the cause of this issue. Data ingestion is not a prerequisite for creating segments, as segments can be created based on the data model schema without actual data. The new DMO does not need to have a relationship to the individual DMO, as segments can be created based on any Profile DMO, regardless of its relationship to other DMOs. Segmentation is not only supported for the Individual and Unified Individual DMOs, as segments can be created based on any Profile DMO, including custom ones. References: Create a Custom Data Model Object from an Existing Data Model Object, Create a Segment in Data Cloud, Data Model Object Category

NEW QUESTION 97
During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

A. Data Cleansing
B. Harmonization
C. Data Consolidation
D. Identity Resolution

Answer: D

Explanation:
Identity resolution is the feature that allows Data Cloud to match and reconcile data about individuals from multiple data sources into a single unified profile. Identity resolution uses rulesets to define how source profiles are matched and consolidated based on common attributes, such as name, email, phone, or party identifier. Identity resolution enables Data Cloud to create a 360-degree view of each customer across different data sources and systems12. The other options are not the best features to highlight for this customer need because:
? A. Data cleansing is the process of detecting and correcting errors or inconsistencies in data, such as duplicates, missing values, or invalid formats. Data cleansing can improve the quality and accuracy of data, but it does not match or reconcile data across different data sources3.
? B. Harmonization is the process of standardizing and transforming data from different sources into a common format and structure. Harmonization can enable data integration and interoperability, but it does not match or reconcile data across different data sources4.
? C. Data consolidation is the process of combining data from different sources into a single data set or system. Data consolidation can reduce data redundancy and complexity, but it does not match or reconcile data across different data sources5. References: 1: Data and Identity in Data Cloud | Salesforce Trailhead, 2: Data Cloud Identiy Resolution | Salesforce AI Research, 3: [Data Cleansing - Salesforce], 4: [Harmonization - Salesforce], 5: [Data Consolidation - Salesforce]

NEW QUESTION 99
A customer has a calculated insight about lifetime value.
What does the consultant need to be aware of if the calculated insight. needs to be modified?

A. Mew dimensions can be added.
B. Existing dimensions can be removed.
C. Existing measures can be removed.
D. Mew measures can be added.

Answer: B

Explanation:
A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight12:
? Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data. Therefore, the correct answer is B.
? New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.
? Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.
? New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the

calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION 102
A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.
Which two steps should the consultant take to address this new use case? Choose 2 answers

A. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.
B. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.
C. Create a custom matching rule for an exact match on the Individual ID attribute.
D. Create a matching rule based on party identification that matches on CRM ID as the party identification name.

Answer: AD

Explanation:
To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

NEW QUESTION 104
A customer has a requirement to receive a notification whenever an activation fails for a particular segment.
Which feature should the consultant use to solution for this use case?

A. Flow
B. Report
C. Activation alert
D. Dashboard

Answer: C

Explanation:
The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. References: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

NEW QUESTION 108
An organization wants to enable users with the ability to identify and select text attributes from a picklist of options.
Which Data Cloud feature should help with this use case?

A. Value suggestion
B. Data harmonization
C. Transformation formulas
D. Global picklists

Answer: A

Explanation:
Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the
segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 113
A customer wants to create segments of users based on their Customer Lifetime Value.
However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).
Which sequence of steps should the consultant follow to achieve this requirement?

A. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation
B. Create Calculated Insight > Map Data to Data Model> Ingest Data > Use in Segmentation
C. Create Calculated Insight > Ingest Data > Map Data to Data Model> Use in Segmentation
D. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer: A

Explanation:
To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams1. The second step is to map the source data to the data model, which defines the structure and attributes of the data2. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of

creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data
model structure and attributes3. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION 118
Which two requirements must be met for a calculated insight to appear in the segmentation canvas?
Choose 2 answers

A. The metrics of the calculated insights must only contain numeric values.
B. The primary key of the segmented table must be a metric in the calculated insight.
C. The calculated insight must contain a dimension including the Individual or Unified Individual Id.
D. The primary key of the segmented table must be a dimension in the calculated insight.

Answer: CD

Explanation:
A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:
? The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.
? The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.
References: Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

NEW QUESTION 123
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 126
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