

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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NEW QUESTION 1

Which two dependencies prevent a data stream from being deleted? Choose 2 answers

- A. The underlying data lake object is used in activation.
- B. The underlying data lake object is used in a data transform.
- C. The underlying data lake object is mapped to a data model object.
- D. The underlying data lake object is used in segmentation.

Answer: BC

Explanation:

To delete a data stream in Data Cloud, the underlying data lake object (DLO) must not have any dependencies or references to other objects or processes. The following two dependencies prevent a data stream from being deleted1:

? Data transform: This is a process that transforms the ingested data into a standardized format and structure for the data model. A data transform can use one or more DLOs as input or output. If a DLO is used in a data transform, it cannot be deleted until the data transform is removed or modified2.

? Data model object: This is an object that represents a type of entity or relationship in the data model. A data model object can be mapped to one or more DLOs to define its attributes and values. If a DLO is mapped to a data model object, it cannot be deleted until the mapping is removed or changed3.

References:

? 1: Delete a Data Stream article on Salesforce Help

? 2: [Data Transforms in Data Cloud] unit on Trailhead

? 3: [Data Model in Data Cloud] unit on Trailhead

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 filter1. 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'2.

References: Segmentation Criteria, Segmentation Operators

NEW QUESTION 3

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
- B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.
- C. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.
- D. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the Contact Point Phone data map object.

Answer: B

Explanation:

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point. This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

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

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 6

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud. Which engagement channel data will require custom integration?

- A. SMS
- B. Email
- C. CloudPage
- D. Mobile push

Answer: C

Explanation:

CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud Connector or the Marketing Cloud API. References: Data Cloud Overview, Marketing Cloud Connector, Marketing Cloud API

NEW QUESTION 7

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 8

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. Harmonization
- B. Data Cleansing
- C. Data Consolidation

D. Identity Resolution

Answer: D

Explanation:

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION 9

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 10

How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
- B. Deletes the specified Individual record and its Unified Individual Link record.
- C. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
- D. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.

Answer: D

Explanation:

Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion. The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.

References:

- ? Requesting Data Deletion or Right to Be Forgotten
- ? Data Deletion for Data Cloud
- ? Use the Consent API with Data Cloud
- ? Data and Identity in Data Cloud

NEW QUESTION 10

A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis. What is the most efficient option to allow for this capability?

- A. Create, publish, and deploy a data kit.
- B. Create a reusable container block with common criteria.
- C. Create a nested segment.
- D. Create a segment and copy it for each brand.

Answer: B

Explanation:

The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block. The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.

References:

- ? Create a Container Block
- ? Create a Segment in Data Cloud

- ? Create and Publish a Data Kit
- ? Create a Nested Segment

NEW QUESTION 15

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 19

Cloud Kicks wants to be able to build a segment of customers who have visited its website within the previous 7 days.

Which filter operator on the Engagement Date field fits this use case?

- A. Is Between
- B. Greater than Last Number of
- C. Next Number of Days
- D. Last Number of Days

Answer: D

Explanation:

The filter operator Last Number of Days allows you to filter on date fields using a relative date range that specifies the number of days before today. For example, you can use this operator to filter on customers who have visited your website in the last 7 days, or the last 30 days, or any number of days you want. This operator is useful for creating dynamic segments that update automatically based on the current

date¹². References:

? Relative Date Filter Reference

? Create Filtered Segments

NEW QUESTION 24

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 $1 - (\text{number of unified individuals} / \text{number of source individuals})$. 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 29

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 31

A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour. How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

- A. Set the activation schedule to hourly.
- B. Configure the data to be ingested in hourly batches.
- C. Set the journey entry schedule to run every hour.
- D. Set the insights aggregation time window to 1 hour.

Answer: D

Explanation:

Streaming insights are computed from real-time engagement events and can be used to trigger data actions based on pre-set rules. Data actions are workflows that send data from Data Cloud to other systems, such as Journey Builder. To ensure that the data action is triggered every hour, the consultant should set the insights aggregation time window to 1 hour. This means that the streaming insight will evaluate the events that occurred within the last hour and execute the data action if the conditions are met. The other options are not relevant for streaming insights and data actions. References: Streaming Insights and Data Actions Limits and Behaviors, Streaming Insights, Streaming Insights and Data Actions Use Cases, Use Insights in Data Cloud, 6 Ways the Latest Marketing Cloud Release Can Boost Your Campaigns

NEW QUESTION 36

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 39

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 42

What does the Source Sequence reconciliation rule do in identity resolution?

- A. Includes data from sources where the data is most frequently occurring
- B. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources
- C. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source

D. Sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name

Answer: D

Explanation:

The Source Sequence reconciliation rule sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name. This rule allows you to define which data source should be used as the primary source of truth for each attribute, and which data sources should be used as fallbacks in case the primary source is missing or invalid. For example, you can set the Source Sequence rule to use data from Salesforce CRM as the first priority, data from Marketing Cloud as the second priority, and data from Google Analytics as the third priority for the first name attribute. This way, the unified profile will use the first name value from Salesforce CRM if it exists, otherwise it will use the value from Marketing Cloud, and so on. This rule helps you to ensure the accuracy and consistency of the unified profile attributes across different data sources. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution, Reconciliation Rules

NEW QUESTION 46

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 49

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 51

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 53

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 56

A retail customer wants to bring customer data from different sources and wants to take advantage of identity resolution so that it can be used in segmentation. On which entity should this be segmented for activation membership?

- A. Subscriber
- B. Unified Individual
- C. Unified Contact
- D. Individual

Answer: B

Explanation:

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from¹. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

- ? Identity Resolution Ruleset Processing Results
- ? Consider Data Implications for Segmentation
- ? Prepare for your Salesforce Data Cloud Consultant Credential
- ? AI-based Identity Resolution: Linking Diverse Customer Data

NEW QUESTION 58

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 59

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 ruleset with 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 Identity Resolution.

NEW QUESTION 62

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 65

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 yet 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 67

Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud. What should NTO use to achieve this?

- A. B2C Commerce Starter Bundles
- B. Direct Sales Order entity ingestion
- C. Direct Sales Product entity ingestion
- D. B2C Commerce Starter Bundles plus a custom extract

Answer: D

Explanation:

The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:

- ? A. B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
- ? B. Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
- ? C. Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION 72

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 75

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 77

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