

Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)



NEW QUESTION 1

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

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

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

Answer: D

Explanation:

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

NEW QUESTION 2

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments using nested segments.
- B. Create a High Investment Balance calculated insight.
- C. Package High Investment Balance Customers in a data kit.
- D. Create new segments by cloning High Investment Balance Customers.

Answer: A

Explanation:

Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:

? B. A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.

? C. A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components.

? D. Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and

redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

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

Cloud Kicks received a Request to be Forgotten by a customer.

In which two ways should a consultant use Data Cloud to honor this request? Choose 2 answers

- A. Delete the data from the incoming data stream and perform a full refresh.
- B. Add the Individual ID to a headerless file and use the delete from file functionality.
- C. Use Data Explorer to locate and manually remove the Individual.
- D. Use the Consent API to suppress processing and delete the Individual and related records from source data streams.

Answer: BD

Explanation:

To honor a Request to be Forgotten by a customer, a consultant should use Data Cloud in two ways:

? Add the Individual ID to a headerless file and use the delete from file functionality. This option allows the consultant to delete multiple Individuals from Data Cloud by uploading a CSV file with their IDs¹. The deletion process is asynchronous and can take up to 24 hours to complete¹.

? Use the Consent API to suppress processing and delete the Individual and related records from source data streams. This option allows the consultant to submit a Data Deletion request for an Individual profile in Data Cloud using the Consent API². A Data Deletion request deletes the specified Individual entity and any entities where a relationship has been defined between that entity's identifying attribute and the Individual ID attribute². The deletion process is reprocessed at 30, 60, and 90 days to ensure a full deletion². The other options are not correct because:

? Deleting the data from the incoming data stream and performing a full refresh will not delete the existing data in Data Cloud, only the new data from the source system³.

? Using Data Explorer to locate and manually remove the Individual will not delete the related records from the source data streams, only the Individual entity in Data Cloud. References:

? Delete Individuals from Data Cloud

? Requesting Data Deletion or Right to Be Forgotten

? Data Refresh for Data Cloud

? [Data Explorer]

NEW QUESTION 6

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 7

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

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

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

Answer: A

Explanation:

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

NEW QUESTION 8

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 9

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 10

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

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

Answer: BC

Explanation:

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

NEW QUESTION 10

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 14

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

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

Answer: D

Explanation:

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

NEW QUESTION 19

A consultant is integrating an Amazon S3 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 S3 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 22

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

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

Answer: AC

Explanation:

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

NEW QUESTION 27

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 30

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 32

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Calculated Insight > Refresh Data Stream > Identity Resolution
- B. Refresh Data Stream > Calculated Insight > Identity Resolution
- C. Identity Resolution > Refresh Data Stream > Calculated Insight
- D. Refresh Data Stream > Identity Resolution > Calculated Insight

Answer: D

Explanation:

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:

? Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings¹. Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

? Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well². Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.

? Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes³. Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

References:

? 1: Configure Data Stream Refresh and Frequency - Salesforce

? 2: Identity Resolution Ruleset Processing Results - Salesforce

? 3: Calculated Insights - Salesforce

NEW QUESTION 37

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

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

Answer: C

Explanation:

Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.

The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.

References:

? Segment Membership Data Model Object

? Data Cloud Reports and Dashboards

? Create a Segment in Data Cloud

NEW QUESTION 39

During an implementation project, a consultant completed ingestion of all data streams for their customer. Prior to segmenting and acting on that data, which additional configuration is required?

- A. Data Activation
- B. Calculated Insights
- C. Data Mapping
- D. Identity Resolution

Answer: D

Explanation:

After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity¹. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors². To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data³. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes⁴. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity⁵. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. References: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

NEW QUESTION 44

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 47

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 48

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 53

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

- A. Contact
- B. Contact Point_Email
- C. Custom customer Email c object
- D. Individual

Answer: B

Explanation:

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

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

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

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

NEW QUESTION 55

Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream? Choose 2 answers

- A. Ensure that deletion of old files is enabled.
- B. Ensure the refresh mode is set to "Upsert".
- C. Ensure the filename contains a wildcard to accommodate the timestamp.
- D. Ensure the refresh mode is set to "Full Refresh."

Answer: BC

Explanation:

When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:

? The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.

? The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.

The other options are not necessary or relevant for this scenario:

? Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.

? Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file. This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION 60

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 63

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 65

A customer requests that their personal data be deleted.

Which action should the consultant take to accommodate this request in Data Cloud?

- A. Use a streaming API call to delete the customer's information.
- B. Use Profile Explorer to delete the customer data from Data Cloud.
- C. Use Consent API to request deletion of the customer's information.
- D. Use the Data Rights Subject Request tool to request deletion of the customer's information.

Answer: C

Explanation:

The Data Rights Subject Request tool is a feature that allows Data Cloud users to manage customer requests for data access, deletion, or portability. The tool provides a user interface and an API to create, track, and fulfill data rights requests. The tool also generates a report that contains the customer's personal data and the actions taken to comply with the request. The consultant should use this tool to accommodate the customer's request for data deletion in Data Cloud.

References: Data Rights Subject Request Tool, Create a Data Rights Subject Request

NEW QUESTION 66

A consultant is working in a customer's Data Cloud org and is asked to delete the existing identity resolution ruleset.

Which two impacts should the consultant communicate as a result of this action? Choose 2 answers

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

Answer: BC

Explanation:

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

NEW QUESTION 71

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value {LTV}

but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.

What should a consultant use to address this use case in Data Cloud?

- A. Flow Orchestration

- B. Nested segments
- C. Metrics on metrics
- D. Streaming data transform

Answer: C

Explanation:

Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition. References: Metrics on Metrics, Create Metrics on Metrics

NEW QUESTION 74

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind. Which two use cases are considered a good fit for Data Cloud? Choose 2 answers

- A. To ingest and unify data from various sources to reconcile customer identity
- B. To create and orchestrate cross-channel marketing messages
- C. To use harmonized data to more accurately understand the customer and business impact
- D. To eliminate the need for separate business intelligence and IT data management tools

Answer: AC

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

? To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

? To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

References:

- ? Learn How Data Cloud Works
- ? About Salesforce Data Cloud
- ? Discover Use Cases for the Platform
- ? Understand Common Data Analysis Use Cases

NEW QUESTION 76

Data Cloud receives a nightly file of all ecommerce transactions from the previous day.

Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages.

What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.
- B. Set a refresh schedule for the calculated insights to occur every hour.
- C. Ensure the activations are set to Incremental Activation and automatically publish every hour.
- D. Ensure the segments are set to Rapid Publish and set to refresh every hour.

Answer: A

Explanation:

The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.

The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values. However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data. References: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

NEW QUESTION 78

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Mapping
- B. Data Transformation
- C. Segment Setup

D. Data Stream Setup

Answer: C

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 83

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 84

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 86

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 87

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 88

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 91

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target.

Which two actions are required when configuring the activation? Choose 2 answers

- A. Add additional attributes.
- B. Choose a segment.
- C. Select contact points.
- D. Add the calculated insight in the activation.

Answer: BC

Explanation:

To configure an activation to a Marketing Cloud activation target, you need to choose a segment and select contact points. Choosing a segment allows you to specify which unified individuals you want to activate. Selecting contact points allows you to map the attributes from the segment to the fields in the Marketing Cloud data extension. You do not need to add additional attributes or add the calculated insight in the activation, as these are already part of the segment definition. References: Create a Marketing Cloud Activation Target; Types of Data Targets in Data Cloud

NEW QUESTION 96

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

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

Which feature should a consultant recommend to achieve this goal?

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

Answer: B

Explanation:

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

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

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

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

NEW QUESTION 98

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

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

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

Answer: AC

Explanation:

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

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

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

NEW QUESTION 100

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 Identity Resolution | Salesforce AI Research, 3: [Data Cleansing - Salesforce], 4: [Harmonization - Salesforce], 5: [Data Consolidation - Salesforce]

NEW QUESTION 104

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 107

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.

Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers

- A. Data Harmonization
- B. Unified Profiles
- C. Master Data Management
- D. Data Marketplace

Answer: AB

Explanation:

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data¹. Two functional areas that the consultant should highlight in relation to managing customer data are:

? Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data¹. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

? Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID¹. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

? Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

? Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. References:

? Salesforce Data Cloud

? [Data Harmonization for Data Cloud]

? [Unified Profiles for Data Cloud]

? [What is Master Data Management?]

? [Integrate Data Cloud with Master Data Management]

? [Data Marketplace for Data Cloud]

NEW QUESTION 110

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 112

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

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

Answer: B

Explanation:

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud. Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as

purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION 114

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 115

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