Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

About Exambible

Your Partner of IT Exam

Found in 1998

Exambible is a company specialized on providing high quality IT exam practice study materials, especially Cisco CCNA, CCDA, CCNP, CCIE, Checkpoint CCSE, CompTIA A+, Network+ certification practice exams and so on. We guarantee that the candidates will not only pass any IT exam at the first attempt but also get profound understanding about the certificates they have got. There are so many alike companies in this industry, however, Exambible has its unique advantages that other companies could not achieve.

Our Advances

* 99.9% Uptime
  All examinations will be up to date.
* 24/7 Quality Support
  We will provide service round the clock.
* 100% Pass Rate
  Our guarantee that you will pass the exam.
* Unique Gurantee
  If you do not pass the exam at the first time, we will not only arrange FULL REFUND for you, but also provide you another exam of your claim, ABSOLUTELY FREE!

NEW QUESTION 1
Northern Trail Outfitters unifies individuals in its Data Cloud instance.
Which three features ca e consultant use to validate the data on a unified profile? Choose 3 answers

A. Identity Resolution
B. Query APL
C. Data Explorer
D. Profile Explorer
E. Data Actions

Answer: ACD

Explanation:
To validate the data on a unified profile, the consultant can use the following features:
? Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources1.
? Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities2.
? Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions3. References:
? 1: Identity Resolution in Data Cloud
? 2: Data Explorer in Data Cloud
? 3: Profile Explorer in Data Cloud

NEW QUESTION 2
Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.
What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

A. Data Cloud will initiate a full refresh of data from $3 and will update the formula on all records.
B. Data Cloud will only update the formula on a go-forward basis for new records.
C. Data Cloud does not support formula field updates for data streams of type upsert.
D. Data Cloud will update the formula for all records at the next incremental upsert refresh.

Answer: D

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

NEW QUESTION 3
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 4
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 5
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 theContact Point Phone data map object from the Contact data stream.
B. Ingest the Contact object and use streaming transforms to normalize the phone numbers fromthe 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 phonenumbers, 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 6
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 fromsource 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 7
Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.
The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.
How should the Data Cloud consultant configure this activation?

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

E. Include Fund Name and Fund Type by default for post processing in the target system.

Answer: B

Explanation:
To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:
? A. Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.
? C. Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.
? D. Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION 8
A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing. What should a consultant recommend in this scenario?

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

Answer: B

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

NEW QUESTION 9
A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.
Which two areas should a consultant review to troubleshoot this issue? Choose 2 answers

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

Answer: BC

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

NEW QUESTION 10
Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

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

Answer: B

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

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

A. The .txt file

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

Answer: B

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

NEW QUESTION 14
What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

A. Cloud Storage Connector
B. Commerce Cloud Connector
C. Ingestion API
D. Marketing Cloud Personalization Connector

Answer: C

Explanation:
The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to 100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

NEW QUESTION 16
Northern Trail Outfitters (NTO) wants to send a promotional campaign for customers that have purchased within the past 6 months. The consultant created a segment to meet this requirement.
Now, NTO brings an additional requirement to suppress customers who have made purchases within the last week.
What should the consultant use to remove the recent customers?

A. Batch transforms
B. Segmentation exclude rules
C. Related attributes
D. Streaming insight

Answer: B

Explanation:
The consultant should use B. Segmentation exclude rules to remove the recent customers. Segmentation exclude rules are filters that can be applied to a segment to exclude records that meet certain criteria. The consultant can use segmentation exclude rules to exclude customers who have made purchases within the last week from the segment that contains customers who have purchased within the past 6 months. This way, the segment will only include customers who are eligible for the promotional campaign. The other options are not correct. Option A is incorrect because batch transforms are data processing tasks that can be applied to data streams or data lake objects to modify or enrich the data. Batch transforms are not used for segmentation or activation. Option C is incorrect because related attributes are attributes that are derived from the relationships between data model objects. Related attributes are not used for excluding records from a segment. Option D is incorrect because streaming insights are derived attributes that are calculated at the time of data ingestion. Streaming insights are not used for excluding records from a segment. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Segmentation Exclude Rules

NEW QUESTION 17
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 20

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

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

Answer: D

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

NEW QUESTION 25
Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

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

Answer: D

Explanation:
To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:
? A. The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.
? B. The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.
? C. The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

NEW QUESTION 28
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 31
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 a 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 35
Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.
What should a consultant do to accommodate this request?

A. Use a calculated insight paired with a flow.
B. Use streaming data transform with a flow.
C. Use a streaming insight paired with a data action
D. Use streaming data transform combined with a data action.

Answer: C

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

NEW QUESTION 36
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 41
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 44

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

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

Answer: C

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

NEW QUESTION 45
During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.
Which two considerations should the consultant inform the customer about? Choose 2 answers

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

Answer: CD

Explanation:
When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:
? Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.
? Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D): When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual’s data across the connected Salesforce environments.

NEW QUESTION 50
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 52
Which data model subject area defines the revenue or quantity for an opportunity by product family?

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

Answer: D

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

NEW QUESTION 55
Northern Trail Qutfitters 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 57
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 59
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 63
Which configuration supports separate Amazon S3 buckets for data ingestion and activation?

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

Answer: A

Explanation:
To support separate Amazon S3 buckets for data ingestion and activation, you need to configure dedicated S3 data sources in Data Cloud setup. Data sources are used to identify the origin and type of the data that you ingest into Data Cloud1. You can create different data sources for each S3 bucket that you want to use for ingestion or activation, and specify the bucket name, region, and access credentials2. This way, you can separate and organize your data by different criteria, such as brand, region, product, or business unit3. The other options are incorrect because they do not support separate S3 buckets for data ingestion and activation. Multiple S3 connectors are not a valid configuration in Data Cloud setup, as there is only one S3 connector available4. Dedicated S3 data sources in activation setup are not a valid configuration either, as activation setup does not require data sources, but activation targets5. Separate user credentials for data stream and activation target are not sufficient to support separate S3 buckets, as you also need to specify the bucket name and region for each data source2.
References: Data Sources Overview, Amazon S3 Storage Connector, Data Spaces Overview, Data Streams Overview, Data Activation Overview

NEW QUESTION 67
A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.
To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number

format. However, the phone numbers in the file appear to be in varying formats.
What is the most efficient way to guarantee that the various phone number formats are standardized?

A. Create a formula field to standardize the format.
B. Edit and update the data in the source system prior to sending to Data Cloud.
C. Assign the PhoneNumber field type when creating the data stream.
D. Create a calculated insight after ingestion.

Answer: C

Explanation:
The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns. The other options are either more time- consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

NEW QUESTION 70
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 reconcillation 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 72
Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

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

Answer: C

Explanation:
The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space. Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.
The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.
References:
? Marketing Cloud Data Extension Data Stream
? Data Cloud Data Ingestion
? [Marketing Cloud Data Extension Data Stream API]
? [Marketing Cloud Connect API]
? [Email Studio Starter Data Bundle]

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

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

Answer: AB

Explanation:
The error “Segment references too many data lake objects (DLOs)” occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the

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

NEW QUESTION 75
When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?
GoodsProduct | Count | At Least | 1 Color | Is Equal To | red
AND
GoodsProduct | Count | At Least | 1 PrimaryProductCategory | Is Equal To | shoes

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

Answer: A

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

NEW QUESTION 78
A Data Cloud Consultant Is in the process of setting up data streams for a new service- based data source.
When ingesting Case data, which field is recommended to be associated with the Event Time field?

A. Last Modified Date
B. Resolution Date
C. Escalation Date
D. Creation Date

Answer: A

Explanation:
The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

NEW QUESTION 82
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 83
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 86
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 89
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 92
A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.
What is the cause of this issue?

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

Answer: B

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

NEW QUESTION 93
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 96
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 97
What does the Ignore Empty Value option do in identity resolution?

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

Answer: B

Explanation:
The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.
The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

References:
? Data Cloud Identity Resolution Reconciliation Rule Input
? Configure Identity Resolution Rulesets
? Data and Identity in Data Cloud

NEW QUESTION 98
The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.
Which statement addresses the cause of this issue?

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

Answer: A

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

NEW QUESTION 101
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 105
A customer wants to create segments of users based on their Customer Lifetime Value.
However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).
Which sequence of steps should the consultant follow to achieve this requirement?

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

Answer: A

Explanation:
To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams1. The second step is to map the source data to the data model, which defines the structure and attributes of the data2. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data
model structure and attributes3. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION 110
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
......

Relate Links

100% Pass Your Data-Cloud-Consultant Exam with Exambible Prep Materials

https://www.exambible.com/Data-Cloud-Consultant-exam/

Contact us

We are proud of our high-quality customer service, which serves you around the clock 24/7.

Viste - https://www.exambible.com/