



# Salesforce

## Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

#### NEW QUESTION 1

When can the data types be changed during ingestion?

- A. After the DSO is created
- B. Before DSO is created
- C. Data type can never be changed
- D. Data type can be changed at any time

**Answer:** B

#### Explanation:

The data types can be changed during ingestion before the Data Source Object (DSO) is created. A DSO is a container for ingested data that defines the schema, format, and metadata of the data. Data types can be changed in the Data Explorer before creating a DSO by using the Edit Schema option. Once a DSO is created, the data types cannot be changed. References: Create a Data Source Object

#### NEW QUESTION 2

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text
- C. Numeric
- D. Boolean

**Answer:** C

#### Explanation:

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

#### NEW QUESTION 3

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model object
- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is used in Segmentation
- D. A data stream attribute is used in Activation

**Answer:** AB

#### Explanation:

A data stream cannot be deleted if any of its attributes are mapped to a Data Model object or used in a Calculated Insight<sup>3</sup>. These dependencies need to be removed before deleting the data stream.

#### NEW QUESTION 4

Cloud Kicks has received a Request to be Forgotten by a customer. In which two ways can Data Cloud honor this request?

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

**Answer:** BD

#### Explanation:

These two ways can help Data Cloud honor a request to be forgotten by a customer. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. The delete from file functionality allows you to upload a file with individual IDs that will be deleted from Data Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_consent\\_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_delete\\_from\\_file.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_from_file.htm&type=5)

#### NEW QUESTION 5

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

**Answer:** BC

#### Explanation:

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_web\\_mobile\\_app\\_connector.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5)

#### NEW QUESTION 6

Which match criteria is only available as custom in order to perform an exact match in Identity Resolution?

- A. Phone Number
- B. Email Address
- C. Party Identification Id
- D. Government Id

**Answer:** C

#### Explanation:

Party Identification Id is the only match criteria that is only available as custom in order to perform an exact match in Identity Resolution. Party Identification Id is a unique identifier for each Party Identification record in the data model. It is not one of the standard match criteria that Data Cloud provides out of the box, so it has to be created as a custom match criteria. Custom match criteria allow you to use any field from the data model as a match rule. References: Create Custom Match Criteria

#### NEW QUESTION 7

What does the Ignore Empty Value option do in Identity Resolution?

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

**Answer:** C

#### Explanation:

The Ignore Empty Value option is a setting for reconciliation rules, which determine the logic for data selection in a unified profile. If this option is enabled, empty fields are ignored when applying the reconciliation rule. For example, if the rule is to select the most frequent value, and one of the values is empty, it will not be counted as a frequency.

#### NEW QUESTION 8

Which of the following cannot be used in Segmentation? (Choose 2)

- A. Numeric Measures
- B. Text Measures
- C. Aggregate Functions
- D. Date Time Measures

**Answer:** BD

#### Explanation:

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

#### NEW QUESTION 9

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight
- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

**Answer:** A

#### Explanation:

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_streaming\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

#### NEW QUESTION 10

Every day, Northern Trail Outfitters (NTO) uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than 7 days are automatically deleted. Each file contains a timestamp in a standardized naming convention. What should a consultant consider when ingesting this data stream?

- A. Ensure the refresh mode is set to "Upsert" and Refresh only new files" is selected
- B. Ensure the refresh mode is set to "Full Refresh" and the filename contains a wildcard to accommodate the timestamp
- C. Ensure the refresh mode is set to "Full Refresh" and "Refresh only new files" is selected
- D. Advise NTO to change their processes: this configuration is not supported

**Answer:** A

#### Explanation:

This configuration will ensure that Data Cloud only ingests new files from the Amazon S3 bucket and updates or inserts new records into the data stream without deleting existing records. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

#### NEW QUESTION 10

Which data sources are available from Marketing Cloud as a starter bundle?

- A. Email, Cloud Pages, Einstein Web & Email Recommendations
- B. Email, MobileConnect, MobilePush and GroupConnect
- C. Email, Mobile Connect, and Einstein Engagement Scoring
- D. Email, MobileConnect and MobilePush

**Answer:** D

#### Explanation:

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud\\_data\\_foundation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5)

#### NEW QUESTION 15

Which two characteristics describe the Customer 360 data model?

- A. A Conceptual Model
- B. A Static Model
- C. A Product Sold By Salesforce
- D. A Canonical Model

**Answer:** AD

#### Explanation:

The Customer 360 data model is a conceptual model and a canonical model. A conceptual model is a high-level representation of the entities and relationships in a domain of interest, without specifying any implementation details. A canonical model is a common and consistent data model that can be used across different systems and applications. References: [Customer 360 Data Model Overview], [Conceptual Model], [Canonical Model]

#### NEW QUESTION 16

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

- A. Cities containing 'San Jose', '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 Jose' or 'san jose'

**Answer:** C

#### Explanation:

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | ??San Jose?? will include cities that contain either ??San Jose?? or ??san jose??.

#### NEW QUESTION 21

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

- A. Individual
- B. Global Account
- C. Party
- D. Membership

**Answer:** C

#### Explanation:

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_party.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5)

#### NEW QUESTION 23

What are the two distinct phases of data model management in Data Cloud?

- A. Data Activation
- B. Data Ingestion
- C. Data Actions
- D. Data Modeling

**Answer:** BD

#### Explanation:

These two phases are distinct phases of data model management in Data Cloud. Data ingestion is the process of bringing data from different sources into Data Cloud using connectors or APIs. Data modeling is the process of mapping the ingested data to the Data Cloud canonical model or creating custom data model objects. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5)

#### NEW QUESTION 27

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

- A. Custom fields on the Case objects are not supported for ingesting into Data Cloud
- B. Utilize the Salesforce Dataloader application to perform a bulk upload from a desktop
- C. The Data Cloud administrator does not need to do anything
- D. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM
- E. The Salesforce Integration User is missing "Read" permissions on the newly created field

**Answer:** D

#### Explanation:

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have "Read" permissions on that field. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

#### NEW QUESTION 28

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 Contact
- C. Unified Individual
- D. Individual

**Answer:** C

#### Explanation:

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single profile. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

#### NEW QUESTION 30

Which two dependencies need to be removed prior to disconnecting a data source?

- A. Activation Target
- B. Data Stream
- C. Segment
- D. Activation

**Answer:** BC

#### Explanation:

These are the two dependencies that need to be removed prior to disconnecting a data source. A data stream is a process that ingests data from a data source into Data Cloud. A segment is a group of customers that meet certain criteria based on their data. If a data source is disconnected, any data streams or segments that depend on it will no longer function properly. References: [Data Sources], [Data Streams], [Segments]

#### NEW QUESTION 34

An administrator is setting up a data stream with transactional data. What field type should the administrator choose to ensure that leading zeros in the purchase order number are preserved?

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

**Answer:** C

#### Explanation:

The Text field type should be chosen to preserve leading zeros in the purchase order number, as this field type stores alphanumeric characters as strings. The Number and Decimal field types store numeric values as numbers, which would remove any leading zeros. The Serial field type is not a valid field type in Data Cloud. References: [Field Types]

#### NEW QUESTION 39

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Custom Big Objects
- B. Standard Big Objects
- C. Standard Objects
- D. Custom Objects

**Answer:** CD

#### Explanation:

These two objects or fields are supported for ingestion using the Salesforce CRM connector. You can select standard or custom objects from your Salesforce CRM org and map them to Data Cloud data model objects. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_salesforce\\_crm.htm&ty=pe=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&ty=pe=5)



#### NEW QUESTION 40

Which three options can be used to build a filter in the Segmentation Canvas?

- A. Data Lake Objects
- B. Streaming Insights
- C. Calculated Insights
- D. Related Attributes
- E. Direct Attributes

**Answer:** BCE

#### Explanation:

A window function is a unique requirement of a Streaming Insight query. It defines the time interval for the query to run on the streaming data and the frequency of the query execution. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_streaming\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

#### NEW QUESTION 45

Which three objects are created as a result of Identity Resolution?

- A. Unified Subscriber
- B. Unified Data Model
- C. Unified Contact Point
- D. Unified Link
- E. Unified Individual

**Answer:** CDE

#### Explanation:

Identity Resolution creates three types of objects:

? Unified Individual: This object represents the unified profile of an individual, which contains attributes from multiple sources.

? Unified Contact Point: This object represents the unified contact information of an individual, such as email, phone, address, or app.

? Unified Link: This object represents the link between an Individual object and a Unified Individual object, or between a Contact Point object and a Unified Contact Point object.

#### NEW QUESTION 48

How many days of historical data is loaded when B2C Commerce Data Stream is created from the Order Bundle?

- A. 90 days
- B. 60 days
- C. 30 days
- D. 10 days

**Answer:** C

#### Explanation:

When B2C Commerce Data Stream is created from the Order Bundle, 30 days of historical data is loaded. The Order Bundle is a preconfigured data bundle that contains order-related data from B2C Commerce Cloud. Data Stream is a feature that allows you to stream data from B2C Commerce Cloud to Data Cloud in near real time. References: B2C Commerce Data Stream

#### NEW QUESTION 53

To which Data Model entity should the Email field from a CRM Contact object be mapped?

- A. Lead
- B. Account Contact
- C. Individual
- D. Contact Point Email

**Answer:** D

#### Explanation:

The Email field from a CRM Contact object should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

#### NEW QUESTION 58

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

- A. Manually import the file using the Data Import Wizard
- B. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
- C. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector
- D. Import the file into Amazon S3 and ingest with the Cloud Storage Connector

**Answer:** CD

#### Explanation:

These two options are recommended ways to bring transactional data from a data warehouse into Data Cloud via a SFTP site. You can use the Cloud Storage Connector to ingest files from Google Cloud Storage or Amazon S3 buckets into Data Cloud. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_google\\_cloud\\_storage.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5)

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#### NEW QUESTION 61

When performing Segmentation or Activation, which timezone is used to publish and refresh data?

- A. Timezone of the Data Cloud Admin user
- B. Timezone is explicitly specified when creating a segment or activation
- C. Timezone set by the Salesforce Data Cloud org
- D. Timezone of the user defining the activity

**Answer:** C

#### Explanation:

According to the Salesforce Data Cloud documentation<sup>1</sup>, the timezone used for Segmentation and Activation is the one set by the Salesforce Data Cloud org, not by the individual user or admin. This ensures consistency and accuracy across different users and regions.

#### NEW QUESTION 63

How does Data Cloud handle an individual's right to be forgotten?

- A. Deletes the specified Individual and records from any DMO/DLO related to the Individual.
- B. Deletes the specified Individual and records from any DSO mapped to the Individual DMO.
- C. Deletes the records from all DSOs and any downstream DMOs are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

**Answer:** B

#### Explanation:

This is how Data Cloud handles an individual's right to be forgotten. It deletes the individual record from the Individual data model object (DMO) and any related records from the data stream objects (DSOs) that are mapped to it. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_delete\\_individual.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_individual.htm&type=5)

#### NEW QUESTION 67

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 revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_sales\\_order.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=5)

#### NEW QUESTION 70

Which two steps are required when configuring a Marketing Cloud activation?

- A. Set an Activation Schedule
- B. Select an Activation Target
- C. Add Additional Attributes
- D. Select Contact Points

**Answer:** BD

#### Explanation:

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htm&type=5)

#### NEW QUESTION 73

Which authentication type is supported for a Cloud File Storage activation target?

- A. Using private key certificate
- B. Using access and secret keys
- C. Using encrypted username and password
- D. Using JWT token

**Answer:** B

#### Explanation:

To create a Cloud File Storage activation target, you need to provide access and secret keys for authentication<sup>5</sup>. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

#### NEW QUESTION 75

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

**Answer:** D

**Explanation:**

The recommended order of processes for updating data in Data Cloud is as follows:

? Refresh Data Stream: This process updates the data from the source, such as Amazon S3, into Data Cloud.

? Identity Resolution: This process runs the rulesets that link together multiple records of an individual into a unified profile.

? Calculated Insight: This process calculates additional attributes based on existing data, such as lifetime value or churn risk.

**NEW QUESTION 80**

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