

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

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NEW QUESTION 1

An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

- A. Amazon S3 Bucket
- B. Personalization
- C. Marketing Cloud
- D. Salesforce CRM

Answer: C

Explanation:

This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data sources or activation targets. The other platforms have higher or no limits for connections. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_limits.htm&type=5

NEW QUESTION 2

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

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

Answer: B

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

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

? Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

? Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

NEW QUESTION 3

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

- A. Transformation Formulas
- B. Data Harmonization
- C. Value Suggestion
- D. Global Picklists

Answer: C

Explanation:

Value suggestion is a feature of Data Cloud that allows you to identify and select text attributes from a picklist of options. You can use value suggestion to standardize values across different data sources and improve data quality. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5

NEW QUESTION 4

Which two features are impacted by the timezone setting in the org Data Cloud is provisioned in?

- A. Segment Schedule
- B. Identity Resolution
- C. Ingestion Schedule
- D. Activation Schedule

Answer: AD

Explanation:

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5

NEW QUESTION 5

What is a unique requirement of a Streaming Insight query?

- A. A dimension
- B. A measurement
- C. A window function
- D. A WHERE clause

Answer: C

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

NEW QUESTION 6

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 Insight³. These dependencies need to be removed before deleting the data stream.

NEW QUESTION 7

Which two statements are true about using consent API and exercising right to be forgotten?

- A. Data Deletion requests are processed within 1 hour
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- 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: BC

Explanation:

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted. Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION 8

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_delete_from_file.htm&type=5

NEW QUESTION 9

Which of the following are characteristics of Formulas? (Choose 2)

- A. Simple logic on a row-based operation
- B. Ease of use, self-service
- C. Highly reusable content
- D. Attribute updated regularly

Answer: AB

Explanation:

These are two characteristics of Formulas. Formulas are a feature that allows you to create custom fields in the data model using simple logic on a row-based operation. For example, you can use a formula to create a field that concatenates the first name and last name of an individual. Formulas are easy to use and self-service, meaning that you can create them without coding or complex queries. You can use formulas to enrich your data and create more meaningful segments and insights. References: Formulas

NEW QUESTION 10

What does the Source Sequence reconciliation rule do in Identity Resolution?

- A. Sets the priority of specific data sources when building attributes in a unified profile such as a first or last name
- B. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source
- C. Includes data from sources where the data is alphanumerically sequenced
- D. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources

Answer: A

Explanation:

The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile⁹. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

NEW QUESTION 10

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

NEW QUESTION 11

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 16

Cumulus Financial wants to be able to track the daily transaction volume for each of its customers in real time and send out a notification as soon it detects volume outside a customer's normal range. How should an administrator accommodate this request?

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

Answer: B

Explanation:

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email, updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

NEW QUESTION 20

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Mutable
- B. Inconsistent
- C. Immutable
- D. None of the above

Answer: C

Explanation:

The type of the Event Time Field while ingesting Engagement data should be Immutable. Immutable means that the field value cannot be changed once it is ingested. The Event Time Field is a mandatory field for Engagement data that represents the timestamp of when an event occurred. It is important to keep this field immutable to ensure the accuracy and consistency of the event data. References: Engagement Data Model

NEW QUESTION 21

What is Data Cloud's primary value to customers?

- A. A single source of truth for all anonymous data
- B. A platform that can update all connected systems with a golden record in real-time
- C. A platform that provides a unified view of a customer and their related data
- D. A platform that can create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: C

Explanation:

Data Cloud's primary value to customers is that it provides a platform that enables customers to create a unified view of a customer and their related data across different channels and systems, using the Customer 360 data model as the foundation. References: [Data Cloud Overview], [Customer 360 Data Model]

NEW QUESTION 22

What happens if no file name is specified in AWS S3 data stream during ingestion?

- A. The system does not fetch any file and the data stream shows an error.
- B. The system chooses the first file found in the S3 bucket
- C. The ingestion setup can't be completed without specifying the filename.
- D. The ingestion setup is completed but the data stream shows 0 records

Answer: A

Explanation:

If no file name is specified in AWS S3 data stream during ingestion, the system does not fetch any file and the data stream shows an error. AWS S3 data stream is a feature that allows you to stream data from Amazon Web Services Simple Storage Service (AWS S3) to Data Cloud in near real time. You need to specify the file name or prefix of the files that you want to ingest from your S3 bucket. If you leave this field blank, the system cannot find any matching files and returns an error message. References: AWS S3 Data Stream

NEW QUESTION 27

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 28

How many Metrics can be present in 1 segment container?

- A. 1
- B. 5
- C. 10
- D. 100

Answer: A

Explanation:

Only one metric can be present in one segment container. A segment container is a logical grouping of segments that share the same metric and granularity. A metric is a calculated insight that defines and calculates a multidimensional measure on your data. A granularity is the level of detail at which you want to analyze your data, such as daily, weekly, or monthly. You can create multiple segment containers with different metrics and granularities, but each segment container can only have one metric. References: Segment Containers

NEW QUESTION 30

What is the result of a segmentation criteria filtering on City | Is Equal To | '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 34

What component of Calculated Insights can be included as attribute data in an activation?

- A. Metrics and Dimensions
- B. Dimensions
- C. Metrics
- D. Filters

Answer: B

Explanation:

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_calculated_insights.htm&type=5

NEW QUESTION 38

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 42

What are three benefits of Calculated Insights over Segmentation Operators?

- A. Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage
- B. Calculated Insights results can be refreshed near real time
- C. Calculated Insights are better suited for single row based operation
- D. Calculated Insights can query engagement data greater than 2 years
- E. Calculated Insights are better suited for complex queries over multiple objects

Answer: ADE

Explanation:

Calculated Insights are predefined and calculated metrics that can help you build segments. Some of the benefits of Calculated Insights over Segmentation Operators are:

? Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage, which would require multiple steps and operators in segmentation.

? Calculated Insights can query engagement data greater than 2 years, while segmentation operators are limited to 2 years of engagement data.

? Calculated Insights are better suited for complex queries over multiple objects, such as joining data from different sources or aggregating data across different levels.

NEW QUESTION 45

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 50

When setting up the data source object or schema for data ingestion, what are the three data categories to select from?

- A. Engagement Data
- B. Event Data
- C. Other Data
- D. Order Data
- E. Profile Data

Answer: ADE

Explanation:

These are the three data categories to select from when setting up the data source object or schema for data ingestion. Engagement data includes information about how customers interact with a brand or product, such as clicks, views, likes, etc. Order data includes information about transactions or purchases made by customers, such as order ID, amount, date, etc. Profile data includes information about customers' attributes or preferences, such as name, email, gender, etc. References: [Data Categories]

NEW QUESTION 52

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

- A. Transaction
- B. Individual

- C. Sales Order
- D. Engagement

Answer: A

Explanation:

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION 56

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

NEW QUESTION 58

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 59

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 63

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value (LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Flow orchestration
- C. Streaming data transformations
- D. Metrics on metrics

Answer: C

Explanation:

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transformation.htm&type=5

NEW QUESTION 66

Which data model object category can a Data Cloud user create segments on?

- A. Profile
- B. Unified Individual only
- C. Engagement
- D. Other

Answer: B

Explanation:

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

NEW QUESTION 69

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

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

Answer: AD

Explanation:

The Salesforce CRM connector supports ingestion of standard objects and custom objects from Salesforce CRM. Standard objects are predefined objects that are included with Salesforce CRM, such as Account, Contact, Lead, etc. Custom objects are objects that customers can create to store information that is specific to their organization or industry. References: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]

NEW QUESTION 71

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Answer: B

Explanation:

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION 76

A customer has a custom 'Customer_Email_c' object related to the standard 'Contact' object in Salesforce CRM. To which data entity is this mapped?

- A. Contact
- B. Contact Point Email
- C. Custom 'Customer_Email' Object
- D. Individual

Answer: B

Explanation:

The custom 'Customer_Email_c' object related to the standard 'Contact' object in Salesforce CRM 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 79

What does it mean to build a trust-based, first-party data asset?

- A. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud
- B. Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- C. Obtain competitive data from reliable sources through interviews, surveys, and polls
- D. Ensure opt-in consents are collected for all email marketing as required by law

Answer: B

Explanation:

This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way. References: <https://www.salesforce.com/products/genie/overview/>

NEW QUESTION 80

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