Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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NEW QUESTION 1
A consultant is setting up a data stream with transactional data, Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

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

Answer: A

Explanation:
 The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data123. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. References:
? Zeros at the start of a field appear to be omitted in Data Exports
? Keep First '0' When Importing a CSV File
? Import and export address fields that begin with a zero or contain a plus symbol

NEW QUESTION 2
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 3
A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).
Which matching rule criteria should a consultant recommend for the most accurate matching results?

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

Answer: A

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

NEW QUESTION 4
Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.
What should the consultant do to accomplish this?

A. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
B. Use the data spaces feature and applying filtering on the Account data lake object based on Country.

C. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
D. Use formula fields based on the account Country field to filter incoming records.

Answer: B

Explanation:
 Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries.
References: Data Spaces, Create a Data Space

NEW QUESTION 5
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 6
Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.
What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

A. The B2C Commerce Order Bundle ingests 12 months of historical data.
B. The B2C Commerce Order Bundle ingests 6 months of historical data.
C. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.
D. The B2C Commerce Order Bundle ingests 30 days of historical data.

Answer: C

Explanation:
 The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file12.
References:
? Create a B2C Commerce Data Bundle
? Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION 7
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 8
To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name.
What are two ways to achieve this outcome? Choose 2 answers

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

Answer: AC

Explanation:

The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is "Campaign_123" and the filename specification is "{segmentName}_{date}", the resulting file name will be "Campaign_123_SegmentA_2023-12-18.csv". This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM.

The other options are not correct. Option B is incorrect because hard coding the campaign identifier as a new attribute in the campaign activation is not possible. The campaign activation does not have any attributes, only settings. Option D is incorrect because including the campaign identifier in the segment name is not sufficient. The segment name is not used in the filename of the exported file, unless it is specified in the filename specification. Therefore, the user will not be able to see the campaign identifier in the file name.

NEW QUESTION 9
Which consideration related to the way Data Cloud ingests CRM data is true?

A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization,
B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.
C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

Answer: D

Explanation:

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time. This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to- date and accurate CRM data for segmentation and activation1.

The other options are incorrect for the following reasons:
? A. CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page2. This option is false.
? B. The CRM Connector's synchronization times can be customized to up to 60- minute intervals, not 15-minute intervals3. This option is false.
? C. Formula fields are not refreshed at regular sync intervals, but only at the next full refresh4. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered. This option is false.
References:
? 1: Connect and Ingest Data in Data Cloud article on Salesforce Help
? 2: Data Sources in Data Cloud unit on Trailhead
? 3: Data Cloud for Admins module on Trailhead
? 4: [Formula Fields in Data Cloud] unit on Trailhead
? : [Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION 10
Which information is provided in a .csv file when activating to Amazon S3?

A. An audit log showing the user who activated the segment and when it was activated
B. The activated data payload
C. The metadata regarding the segment definition
D. The manifest of origin sources within Data Cloud

Answer: B

Explanation:

When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket1. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated2. The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics3. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab4. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab5. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

NEW QUESTION 10
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 15
Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud.
In what order should each process be run to ensure that freshly imported data is ready and available
to use for any segment?

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

Answer: D

Explanation:
 To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:
? Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings1. Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.
? Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well2. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.
? Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes3. Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.
References:
? 1: Configure Data Stream Refresh and Frequency - Salesforce
? 2: Identity Resolution Ruleset Processing Results - Salesforce
? 3: Calculated Insights - Salesforce

NEW QUESTION 20
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 22
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

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 26
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 31
A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.
Which configuration change should a consultant consider in order to increase the consolidation rate?

A. Change reconciliation rules to Most Occurring.
B. Increase the number of matching rules.
C. Include additional attributes in the existing matching rules.
D. Reduce the number of matching rules.

Answer: B

Explanation:
 The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as 1 - (number of unified individuals / number of source individuals). For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes. By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION 34
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 37
Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.
Which two use cases are considered a good fit for Data Cloud? Choose 2 answers

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

Answer: AC

Explanation:
Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:
? To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.
? To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.
The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.
References:
? Learn How Data Cloud Works
? About Salesforce Data Cloud
? Discover Use Cases for the Platform
? Understand Common Data Analysis Use Cases

NEW QUESTION 42
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 44
A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting. Another team member works remotely in the Eastern time zone.
Which user will see their home time zone in the segment and activation schedule areas?

A. The team member in the Pacific time zone.
B. The team member in the Eastern time zone.
C. Neither team member; Data Cloud shows all schedules in GMT.
D. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user

Answer: D

Explanation:
The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:
? Data Cloud Time Zones
? Change default time zones for Users and the organization
? Change your time zone settings in Salesforce, Google & Outlook
? DateTime field and Time Zone Settings in Salesforce

NEW QUESTION 45

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 49
A user has built a segment in Data Cloud and is in the process of creating an activation. When selecting related attributes, they cannot find a specific set of attributes they know to be related to the individual.
Which statement explains why these attributes are not available?

A. The segment is not segmenting on profile data.
B. The attributes are being used in another activation.
C. The desired attributes reside on different related paths.
D. Activations can only include 1-to-1 attributes.

Answer: C

Explanation:

The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity. However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one-to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes. References:
? Related Attributes in Activation
? Considerations for Selecting Related Attributes
? Salesforce Launches: Data Cloud Consultant Certification
? Create a Segment in Data Cloud

NEW QUESTION 52
What does it mean to build a trust-based, first-party data asset?

A. To provide transparency and security for data gathered from individuals who provide consentfor its use and receive value in exchange
B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all complianceregulations
C. To ensure opt-in consents are collected for all email marketing as required by law
D. To obtain competitive data from reliable sources through interviews, surveys, and polls

Answer: A

Explanation:

Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust- based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards. References: Use first- party data for a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

NEW QUESTION 53
A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.
What should the consultant do to address this issue?

A. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
B. Create and run a new rules fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
C. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
D. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

Answer: C

Explanation:

Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency. Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identiy Resolution.

NEW QUESTION 56
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 58
Which statement about Data Cloud's Web and Mobile Application Connector is true?

A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
B. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.
C. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
D. The connector schema can be updated to delete an existing field.

Answer: B

Explanation:
The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. References: Web and
Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION 60
Which two requirements must be met for a calculated insight to appear in the segmentation canvas?
Choose 2 answers

A. The metrics of the calculated insights must only contain numeric values.
B. The primary key of the segmented table must be a metric in the calculated insight.
C. The calculated insight must contain a dimension including the Individual or Unified Individual Id.
D. The primary key of the segmented table must be a dimension in the calculated insight.

Answer: CD

Explanation:
A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:
? The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.
? The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.
References: Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

NEW QUESTION 65
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 69
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