Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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NEW QUESTION 1
Which two dependencies prevent a data stream from being deleted? Choose 2 answers

A. The underlying data lake object is used in activation.
B. The underlying data lake object is used in a data transform.
C. The underlying data lake object is mapped to a data model object.
D. The underlying data lake object is used in segmentation.

Answer: BC

Explanation:
To delete a data stream in Data Cloud, the underlying data lake object (DLO) must not have any dependencies or references to other objects or processes. The following two dependencies prevent a data stream from being deleted1:
? Data transform: This is a process that transforms the ingested data into a standardized format and structure for the data model. A data transform can use one or more DLOs as input or output. If a DLO is used in a data transform, it cannot be deleted until the data transform is removed or modified2.
? Data model object: This is an object that represents a type of entity or relationship in the data model. A data model object can be mapped to one or more DLOs to define its attributes and values. If a DLO is mapped to a data model object, it cannot be deleted until the mapping is removed or changed3.
References:
? 1: Delete a Data Stream article on Salesforce Help
? 2: [Data Transforms in Data Cloud] unit on Trailhead
? 3: [Data Model in Data Cloud] unit on Trailhead

NEW QUESTION 2
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

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

Answer: A

Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
? B. A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
? C. A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components.
? D. Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and
redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION 3
What is the result of a segmentation criteria filtering on City | Is Equal To | 'San José'?

A. Cities containing 'San José', 'San Jose', 'san jose', or 'san jose'
B. Cities only containing 'San Jose' or 'san jose'
C. Cities only containing 'San Jose' or 'San Jose'
D. Cities only containing 'San José' or 'san josé'

Answer: D

Explanation:
The result of a segmentation criteria filtering on City | Is Equal To | 'San José' is cities only containing 'San José' or 'san josé'. This is because the segmentation criteria is case-sensitive and accent-sensitive, meaning that it will only match the exact value that is entered in the filter1. Therefore, cities containing 'San Jose', 'san jose', or 'San Jose' will not be included in the result, as they do not match the filter value exactly. To include cities with different variations of the name 'San José', you would need to use the OR operator and add multiple filter values, such as 'San José' OR 'San Jose' OR 'san jose' OR 'san josé'2.
References: Segmentation Criteria, Segmentation Operators

NEW QUESTION 4
A user is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

A. Value suggestion is still processing and to be available.
B. Value suggestion requires Data Aware Specialist permissions at a minimum.
C. Value suggestion can only work on direct attributes and not related attributes.
D. Value suggestion will only return result for the first 50 values of a specific attribute.

Answer: A

Explanation:
Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it

is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION 5
Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.
What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

A. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to theContact Point Phone data map object from the Contact data stream.
B. Ingest the Contact object and use streaming transforms to normalize the phone numbers fromthe Contact data stream into a separate Phone data lake object (DLO) that contains three rows,and then map this new DLO to the Contact Point Phone data map object.
C. Ingest the Contact object and then create a calculated insight to normalize the phone numbers,and then map to the Contact Point Phone data map object.
D. Ingest the Contact object and create formula fields in the Contact data stream on the phonenumbers, and then map to the Contact Point Phone data map object.

Answer: B

Explanation:
The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point. This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.
The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the
existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

NEW QUESTION 6
During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

A. Harmonization
B. Data Cleansing
C. Data Consolidation
D. Identity Resolution

Answer: D

Explanation:
The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION 7
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 8
Luxury Retailers created a segment targeting high value customers that it activates through
Marketing Cloud for email communication. The company notices that the activated count is smaller
than the segment count. What is a reason for this?

A. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activation
C. If the individual does not have a related Contact Point, it will not be activated.
D. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
E. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud.They do not allow activation of new records.

Answer: B

Explanation:
Data Cloud requires a Contact Point for Marketing Cloud activations, which is
a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION 9
Cumulus Financial uses calculated insights to compute the total banking value per branch for its high net worth customers. In the calculated insight, "banking value" is a metric, "branch" is a dimension, and "high net worth" is a filter.
What can be included as an attribute in activation?

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

Answer: D

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

NEW QUESTION 10
Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.
What are two of the available datasets in Marketing Cloud Starter Data Bundles? Choose 2 answers

A. Personalization
B. MobileConnect
C. Loyalty Management
D. MobilePush

Answer: BD

Explanation:
The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud1. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush2. These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications2. By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys1. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience3. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers4. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

NEW QUESTION 10
How does Data Cloud handle an individual's Right to be Forgotten?

A. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
B. Deletes the specified Individual record and its Unified Individual Link record.
C. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
D. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.

Answer: D

Explanation:
Data Cloud handles an individual’s Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.
The other options are not correct descriptions of how Data Cloud handles an individual’s Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.
References:
? Requesting Data Deletion or Right to Be Forgotten
? Data Deletion for Data Cloud
? Use the Consent API with Data Cloud
? Data and Identity in Data Cloud

NEW QUESTION 15
A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis. What is the most efficient option to allow for this capability?

A. Create, publish, and deploy a data kit.
B. Create a reusable container block with common criteria.
C. Create a nested segment.
D. Create a segment and copy it for each brand.

Answer: B

Explanation:
The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.
The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.
References:
? Create a Container Block
? Create a Segment in Data Cloud
? Create and Publish a Data Kit
? Create a Nested Segment

NEW QUESTION 18
Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

A. Engagement
B. Membership
C. Party
D. Global Account

Answer: C

Explanation:
The data model subject area that should be used for any Organization, Individual, or Member in the Customer 360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):
? Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.
? Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.
? Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.
The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc. References:
? Data Model Subject Areas
? Party Subject Area
? Customer 360 Data Model

NEW QUESTION 22
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 24
A consultant is working in a customer's Data Cloud org and is asked to delete the existing identity resolution ruleset.
Which two impacts should the consultant communicate as a result of this action? Choose 2 answers

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

Answer: BC

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

NEW QUESTION 29
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 30
A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.
To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats.
What is the most efficient way to guarantee that the various phone number formats are standardized?

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

Answer: C

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

NEW QUESTION 32
A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.
Which object should the consultant use in identity resolution to perform exact match rules on the
Loyalty ID?

A. Party Identification object
B. Loyalty Identification object
C. Individual object
D. Contact Identification object

Answer: A

Explanation:
The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.
References:
? Data Modeling Requirements for Identity Resolution
? Identity Resolution in a Data Space
? Configure Identity Resolution Rulesets
? Map Required Objects
? Data and Identity in Data Cloud

NEW QUESTION 35
A retail customer wants to bring customer data from different sources and wants to take advantage of identity resolution so that it can be used in segmentation.
On which entity should this be segmented for activation membership?

A. Subscriber
B. Unified Individual
C. Unified Contact
D. Individual

Answer: B

Explanation:
The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from1. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:
? Identity Resolution Ruleset Processing Results
? Consider Data Implications for Segmentation
? Prepare for your Salesforce Data Cloud Consultant Credential
? AI-based Identity Resolution: Linking Diverse Customer Data

NEW QUESTION 39
A Data Cloud Consultant Is in the process of setting up data streams for a new service- based data source.
When ingesting Case data, which field is recommended to be associated with the Event Time field?

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

Answer: A

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

NEW QUESTION 41
A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).
Which sequence of data model object (DMO) joins is necessary within the calculated Insight to
enable this calculation?

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

Answer: A

Explanation:
To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution1. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system2. The Sales Order DMO represents the sales order information from a source system3. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile4. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

NEW QUESTION 45
The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours.
They want the information about these

candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.
Which feature should a consultant recommend to achieve this goal?

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

Answer: B

Explanation:
A streaming insight is a feature that allows users to create and monitor real- time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:
? A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.
? A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.
? A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION 49
Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand. Which capability best supports NTO's desire to separate its data by brand?

A. Data streams for each brand
B. Data model objects for each brand
C. Data spaces for each brand
D. Data sources for each brand

Answer: C

Explanation:
Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit1. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation2. For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands3. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand4. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand5. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand.
References: Data
Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION 51
Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud. What should NTO use to achieve this?

A. B2C Commerce Starter Bundles
B. Direct Sales Order entity ingestion
C. Direct Sales Product entity ingestion
D. B2C Commerce Starter Bundles plus a custom extract

Answer: D

Explanation:
The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:
? A. B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
? B. Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
? C. Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION 52
A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.
Which two areas should the consultant review to help troubleshoot this issue? Choose 2 answers

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

Answer: AC

Explanation:
Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:
? For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.
? The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters.
The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

NEW QUESTION 54
The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.
Which statement addresses the cause of this issue?

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

Answer: A

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

NEW QUESTION 56
Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

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

Answer: B

Explanation:
Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud. Transaction data streams are used for time- based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION 57
An organization wants to enable users with the ability to identify and select text attributes from a picklist of options.
Which Data Cloud feature should help with this use case?

A. Value suggestion
B. Data harmonization
C. Transformation formulas
D. Global picklists

Answer: A

Explanation:
Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the
segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 61
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 66
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