

## Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

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### NEW QUESTION 1

When can the data types be changed during ingestion?

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

**Answer: B**

#### Explanation:

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

### NEW QUESTION 2

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

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

**Answer: AD**

#### Explanation:

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_segmentation\\_schedule.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_activation\\_schedule.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5)

### NEW QUESTION 3

What is a unique requirement of a Streaming Insight query?

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

**Answer: C**

#### Explanation:

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

### NEW QUESTION 4

Which three out-of-the-box connectors are available for Data Cloud?

- A. Marketing Cloud
- B. B2C Commerce
- C. Slack Connector
- D. Amazon S3
- E. Amazon Redshift Connector

**Answer: ABD**

#### Explanation:

These three out-of-the-box connectors are available for Data Cloud. They allow you to ingest data from Marketing Cloud, B2C Commerce, or Amazon S3 into Data Cloud and map it to the Data Cloud data model. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_connectors.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_connectors.htm&type=5)

### NEW QUESTION 5

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

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

**Answer: BD**

#### Explanation:

These two ways can help Data Cloud honor a request to be forgotten by a customer. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. The delete from file functionality allows you to upload a file with individual IDs that will be deleted from Data Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_consent\\_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_delete\\_from\\_file.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_from_file.htm&type=5)

#### NEW QUESTION 6

How can attribute names be modified to match a naming convention in Cloud File Storage target?

- A. Update attribute names in the data stream configuration
- B. Update field names in the data model
- C. Set preferred attribute names when configuring activation
- D. Use a formula field to update the field name in an activation

**Answer:** B

#### Explanation:

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5)

#### NEW QUESTION 7

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

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

**Answer:** B

#### Explanation:

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

#### NEW QUESTION 8

What is Data Cloud's primary value to customers?

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

**Answer:** C

#### Explanation:

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

#### NEW QUESTION 9

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

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

**Answer:** BD

#### Explanation:

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

#### NEW QUESTION 10

What can be customized in the Data Cloud canonical model?

- A. Fields
- B. Objects, Fields, and Relationships
- C. Objects and Fields
- D. Objects

**Answer:** B

#### Explanation:

You can customize the Data Cloud canonical model by adding, editing, or deleting objects, fields, and relationships. You can also modify the properties, labels, and descriptions of these components. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_canonical\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_canonical_model.htm&type=5)

#### NEW QUESTION 10

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

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

**Answer:** D

#### Explanation:

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs.

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud\\_data\\_foundation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5)

#### NEW QUESTION 11

A segment fails to refresh with the error "Segment references too many Data Lake Objects (DLOs)". What are two remedies for this issue?

- A. Space out the segment schedules to reduce Data Lake Object load
- B. Refine segmentation criteria to limit up to 5 custom DMOs
- C. Split the segment into smaller segments
- D. Use Calculated Insights in order to reduce the complexity of the segmentation query

**Answer:** AC

#### Explanation:

These two remedies can help resolve the error "Segment references too many Data Lake Objects (DLOs)". Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment. References: <https://help.salesforce.com/s/articleView?>

#### NEW QUESTION 14

Which two characteristics describe the Customer 360 data model?

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

**Answer:** AD

#### Explanation:

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

#### NEW QUESTION 17

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

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

**Answer:** BC

#### Explanation:

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

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

#### NEW QUESTION 21

How many calculated insights can be created per tenant?

- A. 5
- B. 10
- C. 50
- D. 100

**Answer:** C

#### Explanation:

The maximum number of calculated insights that can be created per tenant is 50. A calculated insight is a metric that defines and calculates a multidimensional measure on your data. You can use calculated insights to create segments and analyze your data in Data Cloud. You can also use calculated insights to create dashboards and reports in Tableau CRM. References: Calculated Insights

#### NEW QUESTION 26

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

**Answer:** B

**Explanation:**

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_segmentation\\_operator\\_s.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operator_s.htm&type=5)

**NEW QUESTION 30**

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

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

**Answer:** C

**Explanation:**

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

**NEW QUESTION 35**

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

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

**Answer:** C

**Explanation:**

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

**NEW QUESTION 39**

A user needs permissions to access Data Cloud to create, manage, and publish segments. However, the user should not be allowed to create reports or manage data sources. Which permission set should an administrator assign?

- A. Customer Data Cloud for Marketing Admin
- B. Customer Data Cloud for Marketing Specialist
- C. Customer Data Cloud for Marketing Data Aware Specialist
- D. Customer Data Cloud for Marketing Manager

**Answer:** B

**Explanation:**

This permission set should be assigned to a user who needs permissions to access Data Cloud to create, manage, and publish segments, but not to create reports or manage data sources. This permission set allows the user to create and edit segments, calculated insights, streaming insights, and activations, but not to access data streams, data model, identity resolution, or reports. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_permission\\_sets.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5)

**NEW QUESTION 42**

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

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

**Answer:** B

**Explanation:**

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_calculated\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_calculated_insights.htm&type=5)

**NEW QUESTION 47**

Which method should an administrator use when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK?

- A. Activation

- B. Segment
- C. Streaming Insight
- D. Calculated Insight

**Answer:** C

**Explanation:**

This method should be used when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK. Streaming Insight allows you to query and aggregate data from real-time streams using window functions. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_streaming\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

**NEW QUESTION 51**

What are three benefits of Calculated Insights over Segmentation Operators?

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

**Answer:** ADE

**Explanation:**

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

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

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

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

**NEW QUESTION 56**

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

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

**Answer:** D

**Explanation:**

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org. References:

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

**NEW QUESTION 58**

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

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

**Answer:** C

**Explanation:**

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

**NEW QUESTION 59**

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

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

**Answer:** CD

**Explanation:**

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

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

#### NEW QUESTION 64

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

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

**Answer:** ADE

#### Explanation:

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

#### NEW QUESTION 68

What is the first thing a business stakeholder should focus on when considering a Data Cloud implementation?

- A. Review consent and privacy management policies
- B. Obtain cross-organizational buy-in
- C. Identify activation targets
- D. Identify data sources

**Answer:** B

#### Explanation:

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation. Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud. References: <https://trailhead.salesforce.com/content/learn/modules/customer-data-platform-basics/get-started-with-customer-data-platform>

#### NEW QUESTION 71

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

**Answer:** B

#### Explanation:

COALESCE is the function that returns the first value from a list that isn't empty. It takes a list of values as arguments and returns the first non-empty value. For example, COALESCE(NULL, 'Hello', 'World') returns 'Hello'. If all values are empty, it returns NULL. References: COALESCE

#### NEW QUESTION 76

What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

- A. Complete the Salesforce Data Cloud "Get Started" process
- B. Connect to the Marketing Cloud Account Data Cloud is provisioned in
- C. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
- D. Connect to the Salesforce CRM org Data Cloud is provisioned in

**Answer:** D

#### Explanation:

This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model. References: [Salesforce CRM Connector], [Data Cloud Setup]

#### NEW QUESTION 81

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

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

**Answer:** C

#### Explanation:

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

### NEW QUESTION 83

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

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

**Answer:** CDE

#### Explanation:

Identity Resolution creates three types of objects:

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

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

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

### NEW QUESTION 86

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

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

**Answer:** C

#### Explanation:

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

### NEW QUESTION 89

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

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

**Answer:** C

#### Explanation:

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_streaming\\_data\\_transformation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transformation.htm&type=5)

### NEW QUESTION 92

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

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

**Answer:** CD

#### Explanation:

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

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

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

### NEW QUESTION 94

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

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

**Answer:** B

#### Explanation:

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The

other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

**NEW QUESTION 97**

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

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

**Answer: C**

**Explanation:**

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

**NEW QUESTION 99**

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

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

**Answer: D**

**Explanation:**

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

**NEW QUESTION 103**

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

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

**Answer: BD**

**Explanation:**

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htm&type=5)

**NEW QUESTION 108**

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

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

**Answer: B**

**Explanation:**

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

**NEW QUESTION 109**

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

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

**Answer: D**

**Explanation:**

The recommended order of processes for updating data in Data Cloud is as follows<sup>6</sup>:

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

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

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

#### NEW QUESTION 113

Which three components of Data Cloud can be bundled within a Data Kit?

- A. Data Models
- B. Calculated Insights
- C. Segments
- D. Data Streams
- E. Identity Resolution Rulesets

**Answer:** ACD

#### Explanation:

These three components of Data Cloud can be bundled within a Data Kit. A Data Kit is a package that contains data model objects, segments, and data streams that can be installed in another Data Cloud org. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_kit.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_kit.htm&type=5)

#### NEW QUESTION 117

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- B. 1: Many
- C. Many: Many
- D. None of the above

**Answer:** B

#### Explanation:

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual. References: Data Model Overview

#### NEW QUESTION 121

Which configuration can support separate Amazon S3 buckets for data ingestion and activation?

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

**Answer:** B

#### NEW QUESTION 125

What are the two minimum requirements needed when using the Visual Insights Builder to create a Calculated Insight?

- A. WHERE clause is required
- B. At least two objects to join
- C. At least one dimension
- D. At least one measure

**Answer:** CD

#### Explanation:

These two requirements are needed when using the Visual Insights Builder to create a Calculated Insight. A dimension is an attribute that can be used to group or filter data, such as product category or customer segment. A measure is an attribute that can be used to perform calculations, such as revenue or quantity. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_calculated\\_insights\\_create.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights_create.htm&type=5)

#### NEW QUESTION 130

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