Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

NEW QUESTION 1
How can a consultant modify attribute names to match a naming convention in Cloud File Storage targets?

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

Answer: C

Explanation:
A Cloud File Storage target is a type of data action target in Data Cloud that allows sending data to a cloud storage service such as Amazon S3 or Google Cloud Storage. When configuring an activation to a Cloud File Storage target, a consultant can modify the attribute names to match a naming convention by setting preferred attribute names in Data Cloud. Preferred attribute names are aliases that can be used to control the field names in the target file. They can be set for each attribute in the activation configuration, and they will override the default field names from the data model object. The other options are incorrect because they do not affect the field names in the target file. Using a formula field to update the field name in an activation will not change the field name, but only the field value. Updating attribute names in the data stream configuration will not affect the existing data lake objects or data model objects. Updating field names in the data model object will change the field names for all data sources and activations that use the object, which may not be desirable or consistent. References: Preferred Attribute Name, Create a Data Cloud Activation Target, Cloud File Storage Target

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 consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

A. Create a custom DMO from scratch that has all fields that are needed.
B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
C. Create custom fields on the standard Individual DMO.
D. Duplicate the standard Individual DMO and add the additional fields.

Answer: C

Explanation:
The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:
? 1: Data Model Objects in Data Cloud

NEW QUESTION 4
Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud. Which engagement channel data will require custom integration?

A. SMS
B. Email
C. CloudPage
D. Mobile push

Answer: C

Explanation:
CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud Connector or the Marketing Cloud API. References: Data Cloud Overview, Marketing Cloud Connector, Marketing Cloud API

NEW QUESTION 5
A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing. What should a consultant recommend in this scenario?

A. Clone the data source object.
B. Use batch transforms to create a second data lake object.
C. Create a junction object in Salesforce CRM and modify the ingestion strategy.
D. Create a data kit from the data lake object and deploy it to the same Data Cloud org.

Answer: B

Explanation:
Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

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
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 8
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 9
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 10
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 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 14
Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.
What should a consultant do to accommodate this request?

A. Use a calculated insight paired with a flow.
B. Use streaming data transform with a flow.
C. Use a streaming insight paired with a data action
D. Use streaming data transform combined with a data action.

Answer: C

Explanation:
A streaming insight is a type of insight that analyzes streaming data in real time and triggers actions based on predefined conditions. A data action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. By using a streaming insight paired with a data action, a consultant can accommodate Cumulus Financial's request to track the daily transaction volume of each customer and send out a notification when the volume is outside the normal range. A calculated insight is a type of insight that performs calculations on data in a data space and stores the results in a data extension. A streaming data transform is a type of data transform that applies transformations to streaming data in real time and stores the results in a data extension. A flow is a type of automation that executes a series of actions when triggered by an event, a schedule, or another flow. None of these options can achieve the same functionality as a streaming insight paired with a data action. References: Use Insights in Data Cloud Unit, Streaming Insights and Data Actions Use Cases, Streaming Insights and Data Actions Limits and Behaviors

NEW QUESTION 19
Cloud Kicks wants to be able to build a segment of customers who have visited its website within the previous 7 days.
Which filter operator on the Engagement Date field fits this use case?

A. Is Between
B. Greater than Last Number of
C. Next Number of Days
D. Last Number of Days

Answer: D

Explanation:
The filter operator Last Number of Days allows you to filter on date fields using a relative date range that specifies the number of days before today. For example, you can use this operator to filter on customers who have visited your website in the last 7 days, or the last 30 days, or any number of days you want. This operator is useful for creating dynamic segments that update automatically based on the current
date12. References:
? Relative Date Filter Reference
? Create Filtered Segments

NEW QUESTION 22
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 27
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 32
Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.
What should NTO do to ensure the best email address is activated?

A. Include Contact Point Email object Is Active field as a match rule.
B. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.
C. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.
D. Set the default reconciliation rule to Last Updated.

Answer: B

Explanation:
NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

NEW QUESTION 37
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 consent for its use and receive value in exchange
B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all compliance regulations
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 38
When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?
GoodsProduct | Count | At Least | 1 Color | Is Equal To | red
AND
GoodsProduct | Count | At Least | 1 PrimaryProductCategory | Is Equal To | shoes

A. Individuals who purchased at least one of any red' product and also purchased at least one pair of 'shoes'
B. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
C. Individuals who made a purchase of at least one 'red shoes' and nothing else
D. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'

Answer: A

Explanation:
When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A. The other options are incorrect because they imply different logical operators or conditions.

Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

References:
? Create a Container for Segmentation
? Create a Segment in Data Cloud
? Navigate Data Cloud Segmentation

NEW QUESTION 41
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 45
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 49
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 54
Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a "NO FILE FOUND" error message?
Choose 2 answers

A. Check if correct permissions are configured for the Data Cloud user.
B. Check if the Amazon S3 data source is enabled in Data Cloud Setup.
C. Check If the file exists in the specified bucket location.

D. Check if correct permissions are configured for the S3 user.

Answer: AC

Explanation:

A "NO FILE FOUND" error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:
? The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.
? The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly. References: Create Amazon S3 Data Stream in Data Cloud, How to Use the Amazon S3 Storage Connector in Data Cloud, Amazon S3 Connection

NEW QUESTION 59

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 64

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 66

A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.
What is the cause of this issue?

A. Data has not yes been ingested into the DMO.
B. The new DMO is not of category Profile.
C. The new DMO does not have a relationship to the individual DMO
D. Segmentation is only supported for the Individual and Unified Individual DMOs.

Answer: B

Explanation:

The cause of this issue is that the new custom data model object (DMO) is not of category Profile. A category is a property of a DMO that defines its purpose and functionality in Data Cloud. There are three categories of DMOs: Profile, Event, and Other.

Profile DMOs are used to store attributes of individuals or entities, such as name, email, address, etc. Event DMOs are used to store actions or interactions of individuals or entities, such as purchases, clicks, visits, etc. Other DMOs are used to store any other type of data that does not fit into the Profile or Event categories, such as products, locations, categories, etc. Only Profile DMOs can be used for creating segments in Data Cloud, as segments are based on the attributes of individuals or entities. Therefore, if the new custom DMO is not of category Profile, it will not appear in the segmentation canvas. The other options are not correct because they are not the cause of this issue. Data ingestion is not a prerequisite for creating segments, as segments can be created based on the data model schema without actual data. The new DMO does not need to have a relationship to the individual DMO, as segments can be created based on any Profile DMO, regardless of its relationship to other DMOs. Segmentation is not only supported for the Individual and Unified Individual DMOs, as segments can be created based on any Profile DMO, including custom ones. References: Create a Custom Data Model Object from an Existing Data Model Object, Create a Segment in Data Cloud, Data Model Object Category

NEW QUESTION 71

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 74

What does the Ignore Empty Value option do in identity resolution?

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

Answer: B

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

References:
? Data Cloud Identity Resolution Reconciliation Rule Input
? Configure Identity Resolution Rulesets
? Data and Identity in Data Cloud

NEW QUESTION 79

A customer has a requirement to receive a notification whenever an activation fails for a particular segment.

Which feature should the consultant use to solution for this use case?

A. Flow
B. Report
C. Activation alert
D. Dashboard

Answer: C

Explanation:

The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. References: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

NEW QUESTION 82
A customer wants to create segments of users based on their Customer Lifetime Value.
However, the source data that will be brought into Data Cloud does not include that key performance
indicator (KPI).
Which sequence of steps should the consultant follow to achieve this requirement?

A. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation
B. Create Calculated Insight > Map Data to Data Model> Ingest Data > Use in Segmentation
C. Create Calculated Insight > Ingest Data > Map Data to Data Model> Use in Segmentation
D. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer: A

Explanation:
To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams1. The second step is to map the source data to the data model, which defines the structure and attributes of the data2. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data
model structure and attributes3. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION 86
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 90
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