



Salesforce

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

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NEW QUESTION 1

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

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

Answer: B

Explanation:

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

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

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

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

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

NEW QUESTION 2

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

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

Answer: C

Explanation:

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

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

NEW QUESTION 3

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model object
- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is used in Segmentation
- D. A data stream attribute is used in Activation

Answer: AB

Explanation:

A data stream cannot be deleted if any of its attributes are mapped to a Data Model object or used in a Calculated Insight³. These dependencies need to be removed before deleting the data stream.

NEW QUESTION 4

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

- A. Data Deletion requests are processed within 1 hour
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- C. Data Deletion requests are submitted for Individual profiles
- D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce Clouds

Answer: BC

Explanation:

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted. Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION 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_delete_from_file.htm&type=5

NEW QUESTION 6

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 7

Every day, Northern Trail Outfitters (NTO) uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than 7 days are automatically deleted. Each file contains a timestamp in a standardized naming convention. What should a consultant consider when ingesting this data stream?

- A. Ensure the refresh mode is set to "Upsert" and Refresh only new files" is selected
- B. Ensure the refresh mode is set to "Full Refresh" and the filename contains a wildcard to accommodate the timestamp
- C. Ensure the refresh mode is set to "Full Refresh" and "Refresh only new files" is selected
- D. Advise NTO to change their processes: this configuration is not supported

Answer: A

Explanation:

This configuration will ensure that Data Cloud only ingests new files from the Amazon S3 bucket and updates or inserts new records into the data stream without deleting existing records. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION 8

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 9

What are the two distinct phases of data model management in Data Cloud?

- A. Data Activation
- B. Data Ingestion
- C. Data Actions
- D. Data Modeling

Answer: BD

Explanation:

These two phases are distinct phases of data model management in Data Cloud. Data ingestion is the process of bringing data from different sources into Data Cloud using connectors or APIs. Data modeling is the process of mapping the ingested data to the Data Cloud canonical model or creating custom data model objects. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5

NEW QUESTION 10

Which two applications automatically create activation targets at the time the application is connected to Data Cloud?

- A. Personalization powered by Interaction Studio
- B. Amazon S3
- C. B2C Commerce
- D. Marketing Cloud Engagement

Answer: AC

Explanation:

These two applications automatically create activation targets when they are connected to Data Cloud. You can use these targets to activate segments or calculated insights to these applications. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_activation.htm&type=5

NEW QUESTION 10

A customer has requested that their personal data be deleted. Which action should be performed to accommodate this request in Data Cloud?

- A. Manually delete customer and related records using the Profile Explorer
- B. Use Consent API to request deletion of the customer's information
- C. Utilize the Data Rights Subject Request tool to request deletion of the customer's information
- D. Use Ingestion API to request deletion of the customer's information

Answer: B

Explanation:

This action should be performed to accommodate the request to delete personal data in Data Cloud. 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. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION 11

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

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

Answer: B

Explanation:

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

NEW QUESTION 14

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 15

What is allowed when editing a Calculated Insight?

- A. Removing existing measures
- B. Adding new measures
- C. Adding new dimensions
- D. Removing existing dimensions

Answer: B

Explanation:

You can add new measures or dimensions to a Calculated Insight by selecting them from the available attributes list

NEW QUESTION 18

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 21

Which three options can be used to build a filter in the Segmentation Canvas?

- A. Data Lake Objects
- B. Streaming Insights
- C. Calculated Insights
- D. Related Attributes
- E. Direct Attributes

Answer: BCE

Explanation:

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

NEW QUESTION 26

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 29

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_amazon_s3.htm&type= 5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

NEW QUESTION 34

What are two benefits Data Cloud provides a company in relation to managing customer data?

- A. Unified Identity Resolution
- B. Data Harmonization
- C. Data Governance
- D. Data Marketplace

Answer: AB

Explanation:

These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer. Data Harmonization allows a company to standardize and enrich data from different sources and improve data quality and usability. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htm&type=5

NEW QUESTION 36

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 documentation¹, 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 41

How does Data Cloud handle an individual's right to be forgotten?

- A. Deletes the specified Individual and records from any DMO/DLO related to the Individual.
- B. Deletes the specified Individual and records from any DSO mapped to the Individual DMO.
- C. Deletes the records from all DSOs and any downstream DMOs are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

Answer: B

Explanation:

This is how Data Cloud handles an individual's right to be forgotten. It deletes the individual record from the Individual data model object (DMO) and any related records from the data stream objects (DSOs) that are mapped to it. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_individual.htm&type=5

NEW QUESTION 43

Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Marketing Cloud Connect API
- B. Email Studio Starter Data Bundle
- C. Profile attributes are not yet supported
- D. Automation Studio and Profile API

Answer: D

Explanation:

This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to send them to Data Cloud. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION 46

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

NEW QUESTION 48

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 authentication⁵. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

NEW QUESTION 50

What should an administrator do to pause a segment activation but with the intent of using that segment again?

- A. Inactivate the segment
- B. Delete the segment
- C. Stop the Publish Schedule

D. Skip the Activation

Answer: C

Explanation:

To pause a segment activation but with the intent of using that segment again, the administrator should stop the publish schedule for that segment. This will stop the segment from being refreshed and activated, but it will not delete or inactivate the segment. The administrator can resume the publish schedule at any time.

NEW QUESTION 52

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 55

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Relate Links

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