[Mar 18, 2025 Data-Cloud-Consultant certification guide Q&A from Training Expert TopExamCollection [Q86-Q110

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Data-Cloud-Consultant Certification Overview Latest Data-Cloud-Consultant PDF Dumps

Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

TopicDetailsTopic 1- Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.Topic 2- Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.Topic 3- Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.

NO.86 Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.

What should the consultant do to accomplish this?
* Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
* Use the data spaces feature and applying filtering on the Account data lake object based on Country.
* Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
* Use formula fields based on the account Country field to filter incoming records.
Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries. Reference: Data Spaces, Create a Data Space

NO.87 A customer notices that their consolidation rate is low across their account unification. They have mapped Account to the Individual and Contact Point Email DMOs.

What should they do to increase their consolidation rate?
* Change reconciliation rules to Most Occurring.
* Disable the individual identity ruleset.
* Increase the number of matching rules.
* Update their account address details in the data source
* Consolidation Rate: The consolidation rate in Salesforce Data Cloud refers to the effectiveness of unifying records into a single profile. A low consolidation rate indicates that many records are not being successfully unified.

* Matching Rules: Matching rules are critical in the identity resolution process. They define the criteria for identifying and merging duplicate records.

* Solution:

Increase Matching Rules: Adding more matching rules improves the system’s ability to identify duplicate records. This includes matching on additional fields or using more sophisticated matching algorithms.

Steps:

Access the Identity Resolution settings in Data Cloud.

Review the current matching rules.

Add new rules that consider more fields such as phone number, address, or other unique identifiers.

* Benefits:

Improved Unification: Higher accuracy in matching and merging records, leading to a higher consolidation rate.

Comprehensive Profiles: Enhanced customer profiles with consolidated data from multiple sources.

* Reference:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Matching Rules

NO.88 What does it mean to build a trust-based, first-party data asset?

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

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

NO.89 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?
* Data Activation
* Calculated Insights
* Data Mapping
* Identity Resolution

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]

NO.90 Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream?

Choose 2 answers
* Ensure that deletion of old files is enabled.
* Ensure the refresh mode is set to “Upsert”.
* Ensure the filename contains a wildcard to a accommodate the timestamp.
* Ensure the refresh mode is set to “Full Refresh.”

When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:

* The refresh mode should be set to “Upsert”, which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.

* The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a

variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.

The other options are not necessary or relevant for this scenario:

* Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.

* Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file. This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. References: Ingest Data from Amazon S3, Refresh Modes

NO.91 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?
* “high net worth” (filter)
* “branch” (dimension) and “banking metric)
* “banking value” (metric)
* “branch” (dimension)
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

NO.92 How does identity resolution select attributes for unified individuals when there Is conflicting information in the data model?
* Creates additional contact points
* Leverages reconciliation rules
* Creates additional rulesets
* Leverages match rules
Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness.

For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NO.93 A consultant is integrating an Amazon 53 activated campaign with the customer’s destination system.

In order for the destination system to find the metadata about the segment, which file on the 53 will contain this information for processing?
* The .txt file
* The json file

* The .csv file
* The .zip file
The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file.

The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NO.94 Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?
* Batch transform
* Calculated insight
* Streaming insight
* Formula fields
Explanation

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables. References: Streaming Insight, Create Streaming Insights

NO.95 Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out anotification as soon as it detects volume outside a customer’s normal range.

What should a consultant do to accommodate this request?
* Use a calculated insight paired with a flow.
* Use streaming data transform with a flow.
* Use a streaming insight paired with a data action
* Use streaming data transform combined with a data action.
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

NO.96 A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.

Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers
* Data Harmonization
* Unified Profiles
* Master Data Management
* Data Marketplace

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data1. Two functional areas that the consultant should highlight in relation to managing customer data are:

* Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data1. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

* Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID1. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

* Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

* Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. References:

* Salesforce Data Cloud

* [Data Harmonization for Data Cloud]

* [Unified Profiles for Data Cloud]

* [What is Master Data Management?]

* [Integrate Data Cloud with Master Data Management]

* [Data Marketplace for Data Cloud]

NO.97 A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email addressa Contact that they want to use for activation.

To which data entity ismapped?
* Contact
* Contact Point_Email
* Custom customer Email__c object
* Individual

Explanation

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email__c object. The other options are not the correct data entities to map to because:

* A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

* C. The custom Customer Email__c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

* D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points – Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers,

[Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NO.98 A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.

When creating the activation target, which type of target should the consultant select?
* Data Cloud
* External Activation Target
* Marketing Cloud Personalization
* Marketing Cloud

NO.99 Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.

As best practice, which sequence of actions should the consultant use to implement this request?
* Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as It becomes available.
* Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion synchronize future data as It becomes available.
* Use streaming ingestion to first load the last 90 days of data, and then use bulk Ingestion to synchronize future data as It becomes available.
* Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as It becomes available.

Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.

* Bulk Ingestion: Use Salesforce Data Cloud’s bulk ingestion tools to load the historical data quickly and efficiently.

Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real-time data updates.

* Streaming Ingestion: Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.

Sequence of Actions:

* Step 1: Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.

* Step 2: Set up streaming ingestion to handle ongoing updates and new data as it becomes available.

Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near real-time, providing the marketing department with the most up-to-date data.

References:

* Salesforce Data Cloud Ingestion Methods

* Salesforce Bulk Data Ingestion

* Salesforce Streaming Data Ingestion

NO.100 How does Data Cloud ensure data privacy and security?
* By encrypting data at rest and in transit
* By enforcing and controlling consent references
* By securely storing data in an offsite server
* BY limiting data access to authorized admins
Data Privacy and Security in Data Cloud:

* Ensuring data privacy and security is paramount in Salesforce Data Cloud.

NO.101 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?
* Change reconciliation rules to Most Occurring.
* Increase the number of matching rules.
* Include additional attributes in the existing matching rules.
* Reduce the number of matching rules.
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

NO.102 A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.

What should the consultant do to address this issue?

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

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

Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identiy Resolution.

NO.103 To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name.

What are two ways to achieve this outcome?

Choose 2 answers
* Include campaign identifier in the activation name.
* Hard code the campaign identifier as a new attribute in the campaign activation.
* Include campaign identifier in the filename specification.
* Include campaign identifier in the segment name.

The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is

“Campaign_123” and the filename specification is “{segmentName}_{date}”, the resulting file name will be

“Campaign_123_SegmentA_2023-12-18.csv”. This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM.

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

NO.104 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
* To ingest and unify data from various sources to reconcile customer identity
* To create and orchestrate cross-channel marketing messages
* To use harmonized data to more accurately understand the customer and business impact
* To eliminate the need for separate business intelligence and IT data management tools

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.

Reference:

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NO.105 Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?
* Data Cloud will initiate a full refresh of data from $3 and will update the formula on all records.
* Data Cloud will only update the formula on a go-forward basis for new records.
* Data Cloud does not support formula field updates for data streams of type upsert.
* Data Cloud will update the formula for all records at the next incremental upsert refresh.

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

NO.106 Which two common use cases can be addressed with Data Cloud?

Choose 2 answers
* Understand and act upon customer data to drive more relevant experiences.
* Govern enterprise data lifecycle through a centralized set of policies and processes.
* Harmonize data from multiple sources with a standardized and extendable data model.
* Safeguard critical business data by serving as a centralized system for backup and disaster recovery.

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 common use cases that can be addressed with Data Cloud are:

Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.

Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution.

The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Reference:

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NO.107 Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?
* Automation Studio and Profile file API
* Marketing Cloud Connect API
* Marketing Cloud Data extension Data Stream
* Email Studio Starter Data Bundle

The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space. Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing

Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.

The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.

Reference:

Marketing Cloud Data Extension Data Stream

Data Cloud Data Ingestion

[Marketing Cloud Data Extension Data Stream API]

[Marketing Cloud Connect API]

[Email Studio Starter Data Bundle]

NO.108 A consultant is setting up a data stream with transactional data,

Which field type should the consultant choose to ensure that leading

zeros in the purchase order number are preserved?
* Text
* Number
* Decimal
* Serial

The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data123. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. References:

Zeros at the start of a field appear to be omitted in Data Exports

Keep First ‘0’ When Importing a CSV File

Import and export address fields that begin with a zero or contain a plus symbol

NO.109 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
* Delete the data from the incoming data stream and perform a full refresh.
* Add the Individual ID to a headerless file and use the delete from file functionality.

* Use Data Explorer to locate and manually remove the Individual.
* Use the Consent API to suppress processing and delete the Individual and related records from source data streams.
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]

NO.110 Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer’s current mutual fund investments.

How should the Data Cloud consultant configure this activation?
* Include Fund Type equal to “Mutual Fund” as a related attribute. Configure an activation based on the new segment with no additional attributes.
* Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to “Mutual Fund”.
* Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
* Include Fund Name and Fund Type by default for post processing in the target system.
To personalize the email content with information about each customer’s current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to “Mutual Fund” to ensure that only relevant data is sent. The other options are not correct because:

* A. Including Fund Type equal to “Mutual Fund” as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.

* C. Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to “Mutual Fund” to ensure that only relevant data is sent.

* D. Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation – Salesforce, Related Attributes in Activation – Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential