Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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

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

Answer: BC

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

NEW QUESTION 2
What is the result of a segmentation criteria filtering on City | Is Equal To | 'San José'?

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

Answer: D

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

NEW QUESTION 3
A user is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

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

Answer: A

Explanation:
Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION 4
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 5

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?

A. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
B. Use the data spaces feature and applying filtering on the Account data lake object based on Country.
C. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
D. Use formula fields based on the account Country field to filter incoming records.

Answer: B

Explanation:
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.
References: Data Spaces, Create a Data Space

NEW QUESTION 6
Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

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

Answer: B

Explanation:
To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings1. Without this permission, the custom object will not be available in the New Data Stream configuration2. References:
? Manage Access with Data Cloud Permission Sets
? Object Permissions

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
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?

A. The .txt file
B. The json file
C. The .csv file
D. The .zip file

Answer: B

Explanation:
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

NEW QUESTION 9
Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record.
Which two features should a consultant consider for this use case? Choose 2 answers

A. Data Action
B. Profile API
C. Lightning Web Components

D. Query APL

Answer: BC

Explanation:
A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:
? Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and related attributes in Data Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.
? Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.
The other two options are not relevant for this use case. 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. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record.
References: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

NEW QUESTION 10
A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.
What is the minimum permission set needed to accommodate this use case?

A. Data Cloud for Marketing Specialist
B. Data Cloud Admin
C. Data Cloud User
D. Data Cloud for Marketing Data Aware Specialist

Answer: C

Explanation:
The Data Cloud User permission set is the minimum permission set needed to accommodate this use case. The Data Cloud User permission set grants access to the Data Explorer feature, which allows the user to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user can also make changes to the data model object fields, such as adding or removing fields, changing field types, or creating formula fields. The Data Cloud User permission set does not grant access to other Data Cloud features or tasks, such as creating data streams, creating segments, creating activations, or managing users. The other permission sets are either too restrictive or too permissive for this use case. The Data Cloud for Marketing Specialist permission set only grants access to the segmentation and activation features, but not to the Data Explorer feature. The Data Cloud Admin permission set grants access to all Data Cloud features and tasks, including the Data Explorer feature, but it is more than what the user needs. The Data Cloud for Marketing Data Aware Specialist permission set grants access to the Data Explorer feature, but also to the segmentation and activation features, which are not required for this use case. References: Data Cloud Standard Permission Sets, Data Explorer, Set Up Data Cloud Unit

NEW QUESTION 10
Which consideration related to the way Data Cloud ingests CRM data is true?

A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization,
B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.
C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

Answer: D

Explanation:
The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time. This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to- date and accurate CRM data for segmentation and activation1.
The other options are incorrect for the following reasons:
? A. CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page2. This option is false.
? B. The CRM Connector's synchronization times can be customized to up to 60- minute intervals, not 15-minute intervals3. This option is false.
? C. Formula fields are not refreshed at regular sync intervals, but only at the next full refresh4. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered. This option is false.
References:
? 1: Connect and Ingest Data in Data Cloud article on Salesforce Help
? 2: Data Sources in Data Cloud unit on Trailhead
? 3: Data Cloud for Admins module on Trailhead
? 4: [Formula Fields in Data Cloud] unit on Trailhead
? : [Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION 11
A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants.
How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

A. Place the attribute for product color in one container and the attribute for product type in another container.
B. Place an attribute for the "black" calculated insight to dynamically apply
C. Place the attributes for product and product type as direct attributes.
D. Place the attributes for product color and product type in a single container.

Answer: D

Explanation:
To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:
? Create a Segment in Data Cloud
? Learn About Segmentation Tools
? Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION 13
Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

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

Answer: C

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

NEW QUESTION 17
Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.
Which two options should a consultant configure when ingesting this data stream? Choose 2 answers

A. Ensure that deletion of old files is enabled.
B. Ensure the refresh mode is set to "Upsert".
C. Ensure the filename contains a wildcard to a accommodate the timestamp.
D. Ensure the refresh mode is set to "Full Refresh.''

Answer: BC

Explanation:
When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:
? The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.
? The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12- 18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.
The other options are not necessary or relevant for this scenario:
? Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.
? Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file. This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION 22
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 26
A customer requests that their personal data be deleted.
Which action should the consultant take to accommodate this request in Data Cloud?

A. Use a streaming API call to delete the customer's information.
B. Use Profile Explorer to delete the customer data from Data Cloud.
C. Use Consent API to request deletion of the customer's information.
D. Use the Data Rights Subject Request tool to request deletion of the customer's information.

Answer: C

Explanation:
The Data Rights Subject Request tool is a feature that allows Data Cloud users to manage customer requests for data access, deletion, or portability. The tool provides a user interface and an API to create, track, and fulfill data rights requests. The tool also generates a report that contains the customer's personal data and the actions taken to comply with the request. The consultant should use this tool to accommodate the customer's request for data deletion in Data Cloud. References: Data Rights Subject Request Tool, Create a Data Rights Subject Request

NEW QUESTION 31
During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.
Which two considerations should the consultant inform the customer about? Choose 2 answers

A. Data deletion requests are reprocessed at 30, 60, and 90 days.
B. Data deletion requests are processed within 1 hour.
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: CD

Explanation:
When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:
? Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.
? Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D): When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

NEW QUESTION 35
A consultant is working in a customer's Data Cloud org and is asked to delete the existing identity resolution ruleset.
Which two impacts should the consultant communicate as a result of this action? Choose 2 answers

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

Answer: BC

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

NEW QUESTION 37
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 38
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 sourceis delivered to the activation target.
C. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliationrule.
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 43
Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.
What is a reason for this?

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

Answer: A

Explanation:
The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION 44
A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.
To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats.
What is the most efficient way to guarantee that the various phone number formats are standardized?

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

Answer: C

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

NEW QUESTION 48

Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

A. Automation Studio and Profile file API
B. Marketing Cloud Connect API
C. Marketing Cloud Data extension Data Stream
D. Email Studio Starter Data Bundle

Answer: C

Explanation:
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.
References:
? 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]

NEW QUESTION 51
A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".
Which two troubleshooting tips should help remedy this issue? Choose 2 answers

A. Split the segment into smaller segments.
B. Use calculated insights in order to reduce the complexity of the segmentation query.
C. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
D. Space out the segment schedules to reduce DLO load.

Answer: AB

Explanation:
The error “Segment references too many data lake objects (DLOs)” occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:
? Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error. The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.
? Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute. For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.
The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs) is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment query complexity.
References:
? Troubleshoot Segment Errors
? Create a Calculated Insight
? Create a Segment in Data Cloud

NEW QUESTION 54
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 56
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?

A. 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.
B. 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.
C. 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.
D. 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.

Answer: C

Explanation:
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.

NEW QUESTION 61
Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud. What should NTO use to achieve this?

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

Answer: D

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

NEW QUESTION 64
A customer has a calculated insight about lifetime value.
What does the consultant need to be aware of if the calculated insight. needs to be modified?

A. Mew dimensions can be added.
B. Existing dimensions can be removed.
C. Existing measures can be removed.
D. Mew measures can be added.

Answer: B

Explanation:
A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight12:
? Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data. Therefore, the correct answer is B.
? New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.
? Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.
? New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION 68
A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via an SFTP site.
How should the file be brought into Data Cloud?

A. Ingest the file with the SFTP Connector.
B. Ingest the file through the Cloud Storage Connector.
C. Manually import the file using the Data Import Wizard.
D. Use Salesforce's Dataloader application to perform a bulk upload from a desktop.

Answer: A

Explanation:
The SFTP Connector is a data source connector that allows Data Cloud to ingest data from an SFTP server. The customer can use the SFTP Connector to create a data stream from their exported file and bring it into Data Cloud as a data lake object. The other options are not the best ways to bring the file into Data Cloud because:
? B. The Cloud Storage Connector is a data source connector that allows Data Cloud to ingest data from cloud storage services such as Amazon S3, Azure Storage, or Google Cloud Storage. The customer does not have their data in any of these services, but only on an SFTP site.
? C. The Data Import Wizard is a tool that allows users to import data for many standard Salesforce objects, such as accounts, contacts, leads, solutions, and campaign members. It is not designed to import data from an SFTP site or for custom objects in Data Cloud.
? D. The Dataloader is an application that allows users to insert, update, delete, or export Salesforce records. It is not designed to ingest data from an SFTP site or into Data Cloud. References: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

NEW QUESTION 72
An organization wants to enable users with the ability to identify and select text attributes from a picklist of options.
Which Data Cloud feature should help with this use case?

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

Answer: A

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

NEW QUESTION 77
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