

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

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NEW QUESTION 1

An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

- A. Amazon S3 Bucket
- B. Personalization
- C. Marketing Cloud
- D. Salesforce CRM

Answer: C

Explanation:

This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data sources or activation targets. The other platforms have higher or no limits for connections. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_limits.htm&type=5

NEW QUESTION 2

When can the data types be changed during ingestion?

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

Answer: B

Explanation:

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

NEW QUESTION 3

Which of these is present in Identity Resolution Summary?

- A. Unified Individuals
- B. Last Processing Status
- C. Matched Individuals
- D. All the above

Answer: D

Explanation:

The Identity Resolution Summary page shows all the above information: Unified Individuals, Last Processing Status, and Matched Individuals. Unified Individuals are the profiles that Data Cloud creates by linking multiple source profiles based on match rules. Last Processing Status shows the date and time of the last identity resolution run and whether it was successful or not. Matched Individuals shows the number and percentage of source profiles that were matched to a unified individual profile. References: Identity Resolution Summary

NEW QUESTION 4

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 5

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

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

Answer: AD

Explanation:

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected

timezone. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5

NEW QUESTION 6

How do the Data streams that use the Marketing Cloud Connector refresh data?

- A. Manually refreshed by CDP Admin
- B. Marketing Cloud??s Automation Studio handles this process.
- C. APIs are used for refresh
- D. None of the above

Answer: B

Explanation:

The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud??s Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. References: Marketing Cloud Connector

NEW QUESTION 7

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

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

Answer: ABD

Explanation:

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

NEW QUESTION 8

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 9

Which of the following are characteristics of Formulas? (Choose 2)

- A. Simple logic on a row-based operation
- B. Ease of use, self-service
- C. Highly reusable content
- D. Attribute updated regularly

Answer: AB

Explanation:

These are two characteristics of Formulas. Formulas are a feature that allows you to create custom fields in the data model using simple logic on a row-based operation. For example, you can use a formula to create a field that concatenates the first name and last name of an individual. Formulas are easy to use and self-service, meaning that you can create them without coding or complex queries. You can use formulas to enrich your data and create more meaningful segments and insights. References: Formulas

NEW QUESTION 10

What is Data Cloud's primary value to customers?

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

Answer: C

Explanation:

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

NEW QUESTION 10

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight
- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

Answer: A

Explanation:

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION 12

What can be customized in the Data Cloud canonical model?

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

Answer: B

Explanation:

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

NEW QUESTION 15

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

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

Answer: D

Explanation:

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION 18

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

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

Answer: AC

Explanation:

These two remedies can help resolve the error "Segment references too many Data Lake Objects (DLOs)". Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION 19

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 21

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 23

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 25

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

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

Answer: C

Explanation:

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

NEW QUESTION 26

A retail customer wants to bring customer data from different sources and wants to take advantage of Identity Resolution so that it can be used in Segmentation. On which entity should this be segmented for activation membership?

- A. Subscriber
- B. Unified Contact
- C. Unified Individual
- D. Individual

Answer: C

Explanation:

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single profile. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

NEW QUESTION 31

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

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

Answer: D

Explanation:

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&type=5

NEW QUESTION 33

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

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

Answer: B

Explanation:

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

NEW QUESTION 38

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Transaction
- B. Individual
- C. Sales Order
- D. Engagement

Answer: A

Explanation:

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION 39

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 42

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report
- C. Segment
- D. Dashboard

Answer: AC

Explanation:

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels.

Calculated Insight allows you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

NEW QUESTION 47

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

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

Answer: C

Explanation:

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

NEW QUESTION 50

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

NEW QUESTION 51

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

NEW QUESTION 53

Which two common use cases can be addressed with Data Cloud?

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

Answer: AB

Explanation:

Data Cloud can address these two common use cases by providing a platform that allows customers to ingest, map, enrich, and activate data from various sources using the Customer 360 data model, and by enabling customers to create segments, insights, and activations based on their customer data. References: [Data Cloud Overview], [Customer 360 Data Model], [Data Activation]

NEW QUESTION 58

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

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

Answer: AD

Explanation:

The Salesforce CRM connector supports ingestion of standard objects and custom objects from Salesforce CRM. Standard objects are predefined objects that are included with Salesforce CRM, such as Account, Contact, Lead, etc. Custom objects are objects that customers can create to store information that is specific to their organization or industry. References: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]

NEW QUESTION 63

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Answer: B

Explanation:

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION 66

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 71

When creating a segment on an individual, what is the result of using two separate containers linked by an AND: At Least 1 of GoodsProduct.Color Is Equal To 'red' AND At Least 1 of GoodsProduct.PrimaryProductCategory Is Equal To shoes'?

- A. Individuals who purchased at least 1 of any red' product and also purchased at least 1 pair of shoes'
- B. Individuals who purchased at least 1 'red shoes' as a single line item in a purchase
- C. Individuals who purchased at least 1 'red shoes'. 1 of any red' item, or 1 of any 'shoes' item in a purchase
- D. Individuals who made a purchase of at least 1 of only 'red shoes' and nothing else

Answer: A

Explanation:

According to the Data Cloud documentation, when using two separate containers linked by an AND operator, the segment includes individuals who meet both conditions. In this case, the segment includes individuals who purchased at least one product with the color attribute equal to ??red??. and also purchased at least one product with the primary product category attribute equal to ??shoes??. The products do not have to be the same or in the same order line item.

NEW QUESTION 76

What is the correct formula to display the value of the raw data column of "RetailPrice' plus an additional 5 percent?

- A. sourceField['RetailPrice1*1 .05
- B. SELECT(['RetailPrice']*1.05)
- C. sourceField['retailprice']*1.05
- D. SELECT(['retailprice']*1.05)

Answer: C

Explanation:

This is the correct formula to display the value of the raw data column of ??RetailPrice?? plus an additional 5 percent. The formula uses the sourceField function to access the raw data column, and then multiplies it by 1.05 to add 5 percent. The formula is case-sensitive, so the column name must match exactly with the raw data column name. References: [Formula Editor], [sourceField Function]

NEW QUESTION 78

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

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

Answer: ACD

Explanation:

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

NEW QUESTION 83

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 88

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

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

Answer: B

NEW QUESTION 92

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