Salesforce.Certified Data Cloud Consultant.by.Adm.84q

Number: Certified Data Cloud Consultant
Passing Score: 800
Time Limit: 120
File Version: 3.0

Exam Code: Certified Data Cloud Consultant

Exam Name: Certified Data Cloud Consultant

Exam A

QUESTION 1
A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

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

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

QUESTION 2
The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.
Which feature should a consultant recommend to achieve this goal?

A. Streaming data transform
B. Streaming insight
C. Calculated insight
D. Batch bata transform

Correct Answer: B
Section:
Explanation:
A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:
A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.
A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.
A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

QUESTION 3
A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting. Another

team member works remotely in the Eastern time zone.
Which user will see their home time zone in the segment and activation schedule areas?

A. The team member in the Pacific time zone.
B. The team member in the Eastern time zone.
C. Neither team member; Data Cloud shows all schedules in GMT.
D. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user

Correct Answer: D
Section:
Explanation:
The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone.
Data Cloud Time Zones
Change default time zones for Users and the organization
Change your time zone settings in Salesforce, Google & Outlook
DateTime field and Time Zone Settings in Salesforce

QUESTION 4
How does Data Cloud ensure high availability and fault tolerance for customer data?

A. By distributing data across multiple regions and data centers
B. By using a data center with robust backups
C. By Implementing automatic data recovery procedures
D. By limiting data access to essential personnel

Correct Answer: A
Section:
Explanation:
Ensuring High Availability and Fault Tolerance:
High availability refers to systems that are continuously operational and accessible, while fault tolerance is the ability to continue functioning in the event of a failure.
Data Distribution Across Multiple Regions and Data Centers:
Salesforce Data Cloud ensures high availability by replicating data across multiple geographic regions and data centers. This distribution mitigates risks associated with localized failures.
If one data center goes down, data and services can continue to be served from another location, ensuring uninterrupted service.
Benefits of Regional Data Distribution:
Redundancy: Having multiple copies of data across regions provides redundancy, which is critical for disaster recovery.
Load Balancing: Traffic can be distributed across data centers to optimize performance and reduce latency.
Regulatory Compliance: Storing data in different regions helps meet local data residency requirements.
Implementation in Salesforce Data Cloud:
Salesforce utilizes a robust architecture involving data replication and failover mechanisms to maintain data integrity and availability.
This architecture ensures that even in the event of a regional outage, customer data remains secure and accessible.

QUESTION 5
If a data source does not have a field that can be designated as a primary key, what should the consultant do?

A. Use the default primary key recommended by Data Cloud.
B. Create a composite key by combining two or more source fields through a formula field.
C. Select a field as a primary key and then add a key qualifier.
D. Remove duplicates from the data source and then select a primary key.

Correct Answer: B
Section:
Explanation:
Understanding Primary Keys in Salesforce Data Cloud:
A primary key is a unique identifier for records in a data source. It ensures that each record can be uniquely identified and accessed.
Challenges with Missing Primary Keys:
Some data sources may lack a natural primary key, making it difficult to uniquely identify records.
Solution: Creating a Composite Key:
Composite Key Definition: A composite key is created by combining two or more fields to generate a unique identifier.
Formula Fields: Using a formula field, different fields can be concatenated to create a unique composite key.
Example: If 'Email' and 'Phone Number' together uniquely identify a record, a formula field can concatenate these values to form a composite key.
Steps to Create a Composite Key:
Identify fields that, when combined, can uniquely identify each record.
Create a formula field that concatenates these fields.
Use this composite key as the primary key for the data source in Data Cloud.

QUESTION 6
A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.
Which two steps should the consultant take to address this new use case?
Choose 2 answers

A. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.
B. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.
C. Create a custom matching rule for an exact match on the Individual ID attribute.
D. Create a matching rule based on party identification that matches on CRM ID as the party identification name.

Correct Answer: A, D
Section:
Explanation:
To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type.

QUESTION 7
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.

Correct Answer: D
Section:
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.
1:Connect and Ingest Data in Data Cloudarticle on Salesforce Help
2:Data Sources in Data Cloudunit on Trailhead
3:Data Cloud for Adminsmodule on Trailhead
4: [Formula Fields in Data Cloud] unit on Trailhead
: [Data Streams in Data Cloud] unit on Trailhead

QUESTION 8
What does the Source Sequence reconciliation rule do in identity resolution?

A. Includes data from sources where the data is most frequently occurring
B. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources
C. Identifies which data sources should be used in the process of reconcillation by prioritizing the most recently updated data source
D. Sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name

Correct Answer: D
Section:
Explanation:
: The Source Sequence reconciliation rule sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name. This rule allows you to define which data source should be used as the primary source of truth for each attribute, and which data sources should be used as fallbacks in case the primary source is missing or invalid. For example, you can set the Source Sequence rule to use data from Salesforce CRM as the first priority, data from Marketing Cloud as the second priority, and data from Google Analytics as the third priority for the first name attribute. This way, the unified profile will use the first name value from Salesforce CRM if it exists, otherwise it will use the value from Marketing Cloud, and so on. This rule helps you to ensure the accuracy and consistency of the unified profile attributes across different data sources.

QUESTION 9
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.

Correct Answer: B, C
Section:
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.

1:Delete a Data Streamarticle on Salesforce Help
2: [Data Transforms in Data Cloud] unit on Trailhead
3: [Data Model in Data Cloud] unit on Trailhead

QUESTION 10
What should a user do to pause a segment activation with the intent of using that segment again?

A. Deactivate the segment.
B. Delete the segment.
C. Skip the activation.
D. Stop the publish schedule.

Correct Answer: A
Section:
Explanation:
The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets.A deactivated segment no longer publishes, but it can be reactivated at any time1. This option allows the user to pause a segment activation with the intent of using that segment again.
The other options are incorrect for the following reasons:
B . Delete the segment.This option permanently removes the segment from Data Cloud and cannot be undone2. This option does not allow the user to use the segment again.
C . Skip the activation.This option skips the current activation cycle for the segment, but does not affect the future activation cycles3. This option does not pause the segment activation indefinitely.
D . Stop the publish schedule.This option stops the segment from publishing to the chosen targets, but does not deactivate the segment4. This option does not pause the segment activation completely.
1:Deactivated Segmentarticle on Salesforce Help
2:Delete a Segmentarticle on Salesforce Help
3:Skip an Activationarticle on Salesforce Help
4:Stop a Publish Schedulearticle on Salesforce Help

QUESTION 11
When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?
GoodsProduct | Count | At Least | 1
Color | Is Equal To | red
AND
GoodsProduct | Count | At Least | 1
PrimaryProductCategory | Is Equal To | shoes

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

Correct Answer: A
Section:
Explanation:
: When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.
The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Create a Container for Segmentation
Create a Segment in Data Cloud
Navigate Data Cloud Segmentation

QUESTION 12
What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

A. Cloud Storage Connector
B. Commerce Cloud Connector
C. Ingestion API
D. Marketing Cloud Personalization Connector

Correct Answer: C
Section:
Explanation:
The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to 100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security.

QUESTION 13
Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.
Which capability best supports NTO's desire to separate its data by brand?

A. Data streams for each brand
B. Data model objects for each brand
C. Data spaces for each brand
D. Data sources for each brand

Correct Answer: C
Section:
Explanation:
Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit1.Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation2. For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses.Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands3. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces.Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand4.Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand5. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand.

QUESTION 14
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

A. Create new segments using nested segments.
B. Create a High Investment Balance calculated insight.
C. Package High Investment Balance Customers in a data kit.
D. Create new segments by cloning High Investment Balance Customers.

Correct Answer: A
Section:
Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
B . A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
C . A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components.
D . Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy.

QUESTION 15
Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone,
and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.
What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

A. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.
C. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.
D. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the Contact Point Phone data map object.

Correct Answer: B
Section:
Explanation:
The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point. This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.
The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object.

QUESTION 16
A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally Identifiable information (Pll).
How should the fields be mapped to support identity resolution?

A. Create a new custom object with fields that directly match the incoming table.
B. Map all fields to the Customer object.
C. Map name to the Individual object and email address to the Contact Phone Email object.
D. Map all fields to the Individual object, adding a custom field for the email address.

Correct Answer: C
Section:
Explanation:
To support identity resolution in Data Cloud, the fields from the Master Customer table should be mapped to the standard data model objects that are designed for this purpose. The Individual object is used to store the name and other personally identifiable information (PII) of a customer, while the Contact Phone Email object is used to store the primary email address and other contact information of a customer. These objects are linked

by a relationship field that indicates the contact information belongs to the individual. By mapping the fields to these objects, Data Cloud can use the identity resolution rules to match and reconcile the profiles from different sources based on the name and email address fields. The other options are not recommended because they either create a new custom object that is not part of the standard data model, or map all fields to the Customer object that is not intended for identity resolution, or map all fields to the Individual object that does not have a standard email address field.

QUESTION 17
Cloud Kicks received a Request to be Forgotten by a customer.
In which two ways should a consultant use Data Cloud to honor this request?
Choose 2 answers

A. Delete the data from the incoming data stream and perform a full refresh.
B. Add the Individual ID to a headerless file and use the delete from file functionality.
C. Use Data Explorer to locate and manually remove the Individual.
D. Use the Consent API to suppress processing and delete the Individual and related records from source data streams.

Correct Answer: B, D
Section:
Explanation:
: To honor a Request to be Forgotten by a customer, a consultant should use Data Cloud in two ways:
Add the Individual ID to a headerless file and use the delete from file functionality.This option allows the consultant to delete multiple Individuals from Data Cloud by uploading a CSV file with their IDs1.The deletion process is asynchronous and can take up to 24 hours to complete1.
Use the Consent API to suppress processing and delete the Individual and related records from source data streams.This option allows the consultant to submit a Data Deletion request for an Individual profile in Data Cloud using the Consent API2.A Data Deletion request deletes the specified Individual entity and any entities where a relationship has been defined between that entity's identifying attribute and the Individual ID attribute2.The deletion process is reprocessed at 30, 60, and 90 days to ensure a full deletion2. The other options are not correct because:
Deleting the data from the incoming data stream and performing a full refresh will not delete the existing data in Data Cloud, only the new data from the source system3.
Using Data Explorer to locate and manually remove the Individual will not delete the related records from the source data streams, only the Individual entity in Data Cloud.
Delete Individuals from Data Cloud
Requesting Data Deletion or Right to Be Forgotten
Data Refresh for Data Cloud
[Data Explorer]

QUESTION 18
Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.
Which Data Cloud component allows for this?

A. Segment exclusion
B. Nested segments
C. Segment membership data model object
D. Calculated insights

Correct Answer: C
Section:
Explanation:
Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.
The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.
Segment Membership Data Model Object

Data Cloud Reports and Dashboards
Create a Segment in Data Cloud

QUESTION 19
What is Data Cloud's primary value to customers?

A. To provide a unified view of a customer and their related data
B. To connect all systems with a golden record
C. To create a single source of truth for all anonymous data
D. To create personalized campaigns by listening, understanding, and acting on customer behavior

Correct Answer: A
Section:
Explanation:
Data Cloud is a platform that enables you to activate all your customer data across Salesforce applications and other systems. Data Cloud allows you to create a unified profile of each customer by ingesting, transforming, and linking data from various sources, such as CRM, marketing, commerce, service, and external data providers. Data Cloud also provides insights and analytics on customer behavior, preferences, and needs, as well as tools to segment, target, and personalize customer interactions. Data Cloud's primary value to customers is to provide a unified view of a customer and their related data, which can help you deliver better customer experiences, increase loyalty, and drive growth.

QUESTION 20
During an implementation project, a consultant completed ingestion of all data streams for their customer.
Prior to segmenting and acting on that data, which additional configuration is required?

A. Data Activation
B. Calculated Insights
C. Data Mapping
D. Identity Resolution

Correct Answer: D
Section:
Explanation:
After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution.Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity1.Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors2.To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data3. The other options are incorrect because they are not required before segmenting and acting on the data.Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes4.Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity5. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it.

QUESTION 21
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

Correct Answer: D

Section:
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.

QUESTION 22
A customer has a requirement to receive a notification whenever an activation fails for a particular segment.
Which feature should the consultant use to solution for this use case?

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

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

QUESTION 23
Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a 'NO FILE FOUND' error message?
Choose 2 answers

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

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

QUESTION 24
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

A. Data Harmonization
B. Unified Profiles
C. Master Data Management
D. Data Marketplace

Correct Answer: A, B
Section:
Explanation:
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.
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]

QUESTION 25
A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.
Which object should the consultant use in identity resolution to perform exact match rules on the
Loyalty ID?

A. Party Identification object
B. Loyalty Identification object
C. Individual object
D. Contact Identification object

Correct Answer: A
Section:
Explanation:
The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.
The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.
Data Modeling Requirements for Identity Resolution
Identity Resolution in a Data Space
Configure Identity Resolution Rulesets
Map Required Objects
Data and Identity in Data Cloud

QUESTION 26
Which data model subject area defines the revenue or quantity for an opportunity by product family?

A. Engagement
B. Product
C. Party
D. Sales Order

Correct Answer: D
Section:
Explanation:
The Sales Order subject area defines the details of an order placed by a customer for one or more products or services. It includes information such as the order date, status, amount, quantity, currency, payment method, and delivery method. The Sales Order subject area also allows you to track the revenue or quantity for an opportunity by product family, which is a grouping of products that share common characteristics or features. For example, you can use the Sales Order Line Item DMO to associate each product in an order with its product family, and then use the Sales Order Revenue DMO to calculate the total revenue or quantity for each product family in an opportunity.

QUESTION 27
Which configuration supports separate Amazon S3 buckets for data ingestion and activation?

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

Correct Answer: A
Section:
Explanation:
To support separate Amazon S3 buckets for data ingestion and activation, you need to configure dedicated S3 data sources in Data Cloud setup.Data sources are used to identify the origin and type of the data that you ingest into Data Cloud1.You can create different data sources for each S3 bucket that you want to use for ingestion or activation, and specify the bucket name, region, and access credentials2.This way, you can separate and organize your data by different criteria, such as brand, region, product, or business unit3. The other options are incorrect because they do not support separate S3 buckets for data ingestion and activation.Multiple S3 connectors are not a valid configuration in Data Cloud setup, as there is only one S3 connector available4.Dedicated S3 data sources in activation setup are not a valid configuration either, as activation setup does not require data sources, but activation targets5.Separate user credentials for data stream and activation target are not sufficient to support separate S3 buckets, as you also need to specify the bucket name and region for each data source2.

QUESTION 28
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.

Correct Answer: A
Section:
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.

QUESTION 29
When performing segmentation or activation, which time zone is used to publish and refresh data?

A. Time zone specified on the activity at the time of creation
B. Time zone of the user creating the activity
C. Time zone of the Data Cloud Admin user
D. Time zone set by the Salesforce Data Cloud org

Correct Answer: D
Section:
Explanation:
The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish. Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies.

QUESTION 30
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?

A. Data Cloud will initiate a full refresh of data from $3 and will update the formula on all records.
B. Data Cloud will only update the formula on a go-forward basis for new records.
C. Data Cloud does not support formula field updates for data streams of type upsert.
D. Data Cloud will update the formula for all records at the next incremental upsert refresh.

Correct Answer: D
Section:
Explanation:
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.

QUESTION 31
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. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
B. 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.

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 Cloud. They do not allow activation of new records.

Correct Answer: B
Section:
Explanation:
Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count.

QUESTION 32
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

Correct Answer: A, C
Section:
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.
Learn How Data Cloud Works
About Salesforce Data Cloud
Discover Use Cases for the Platform
Understand Common Data Analysis Use Cases

QUESTION 33
What does it mean to build a trust-based, first-party data asset?

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

Correct Answer: A
Section:
Explanation:
: Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with

clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust-based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards.

QUESTION 34
What is the result of a segmentation criteria filtering on City | Is Equal To | 'San Jos'?

A. Cities containing 'San Jos', '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 Jos' or 'san jos'

Correct Answer: D
Section:
Explanation:
The result of a segmentation criteria filtering on City | Is Equal To | 'San Jos' is cities only containing 'San Jos' or 'san jos'.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 Jos', you would need to use the OR operator and add multiple filter values, such as 'San Jos' OR 'San Jose' OR 'san jose' OR 'san jos'2.

QUESTION 35
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.

Correct Answer: C, D
Section:
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.

QUESTION 36
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

A. Include campaign identifier in the activation name.
B. Hard code the campaign identifier as a new attribute in the campaign activation.
C. Include campaign identifier in the filename specification.

D. Include campaign identifier in the segment name.

Correct Answer: A, C
Section:
Explanation:
: 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.

QUESTION 37
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.

Correct Answer: C
Section:
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.

QUESTION 38
Northern Trail Qutfitters wants to be able to calculate each customer's lifetime value {LTV)
but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.
What should a consultant use to address this use case in Data Cloud?

A. Flow Orchestration
B. Nested segments
C. Metrics on metrics
D. Streaming data transform

Correct Answer: C
Section:
Explanation:
Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition.

QUESTION 39
A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis.
What is the most efficient option to allow for this capability?

A. Create, publish, and deploy a data kit.
B. Create a reusable container block with common criteria.
C. Create a nested segment.
D. Create a segment and copy it for each brand.

Correct Answer: B
Section:
Explanation:
The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.
The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.
Create a Container Block
Create a Segment in Data Cloud
Create and Publish a Data Kit
Create a Nested Segment

QUESTION 40
A customer needs to integrate in real time with Salesforce CRM.
Which feature accomplishes this requirement?

A. Streaming transforms
B. Data model triggers
C. Sales and Service bundle
D. Data actions and Lightning web components

Correct Answer: A
Section:
Explanation:
The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM.Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time1.Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation2.
The other options are incorrect for the following reasons:
B . Data model triggers.Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted3. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.
C . Sales and Service bundle.Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources4. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.
D . Data actions and Lightning web components.Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications5. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.
1:Load Data into Data Cloud
2: [Data Streams in Data Cloud]
3: [Data Model Triggers in Data Cloud] unit on Trailhead
4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead
: [Data Model in Data Cloud] unit on Trailhead
: [Create a Data Model Object] article on Salesforce Help
: [Data Sources in Data Cloud] unit on Trailhead
: [Connect and Ingest Data in Data Cloud] article on Salesforce Help
: [Data Spaces in Data Cloud] unit on Trailhead
: [Create a Data Space] article on Salesforce Help
: [Segments in Data Cloud] unit on Trailhead
: [Create a Segment] article on Salesforce Help
: [Activations in Data Cloud] unit on Trailhead
: [Create an Activation] article on Salesforce Help

QUESTION 41
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

Correct Answer: A
Section:
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.

QUESTION 42
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

Correct Answer: B, C
Section:
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.

QUESTION 43
A Data Cloud Consultant Is in the process of setting up data streams for a new service-based data source.
When ingesting Case data, which field is recommended to be associated with the Event Time field?

A. Last Modified Date
B. Resolution Date
C. Escalation Date
D. Creation Date

Correct Answer: A
Section:
Explanation:
: The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases.

QUESTION 44
Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.
What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

A. The B2C Commerce Order Bundle ingests 12 months of historical data.
B. The B2C Commerce Order Bundle ingests 6 months of historical data.
C. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.
D. The B2C Commerce Order Bundle ingests 30 days of historical data.

Correct Answer: C
Section:
Explanation:
The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created.Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file12.
Create a B2C Commerce Data Bundle
Data Access and Export for B2C Commerce and Commerce Marketplace

QUESTION 45
How should a Data Cloud consultant successfully apply consent during segmentation?

A. Include the Consent Status from the golden record during activation for any applicable channels of engagement.
B. Include Party Identification for any applicable channels of engagement in the filter criteria for each segment.
C. Include the Unified Profile during segmentation for any applicable channels of engagement.
D. Include the Consent Status for any applicable channels of engagement in the filter criteria for each segment.

Correct Answer: D
Section:
Explanation:
Understanding Consent Management in Salesforce Data Cloud:
Consent management is crucial for maintaining compliance with data protection regulations like GDPR and CCPA. It ensures that customer data is used in accordance with their given permissions.
Role of Consent Status in Segmentation:
The Consent Status indicates whether a customer has agreed or opted-in to specific types of communication or data processing activities.
During segmentation, applying the correct consent status ensures that only those customers who have provided the necessary permissions are included in targeted campaigns.
Implementation of Consent Status in Segmentation:
When creating segments, including the Consent Status in the filter criteria helps to dynamically segment the audience based on their consent preferences.
This ensures compliance and improves the relevance and personalization of communications.
Example: If creating a marketing campaign for email outreach, the segment would only include customers who have a consent status allowing email communication.
Practical Application:
Go to the segmentation tool within Salesforce Data Cloud.
In the filter criteria, add the Consent Status attribute relevant to the channel of engagement.
Define the values (e.g., Opted-in, Subscribed) to ensure only compliant customer profiles are included.

QUESTION 46
What are the two minimum requirements needed when using the Visual Insights Builder to create a calculated insight?
Choose 2 answers

A. At least one measure
B. At least one dimension
C. At least two objects to Join
D. A WHERE clause

Correct Answer: A, B
Section:
Explanation:
Introduction to Visual Insights Builder:
The Visual Insights Builder in Salesforce Data Cloud is a tool used to create calculated insights, which are custom metrics derived from the existing data.
Requirements for Creating Calculated Insights:
Measure: A measure is a quantitative value that you want to analyze, such as revenue, number of purchases, or total time spent on a platform.
Dimension: A dimension is a qualitative attribute that you use to categorize or filter the measures, such as date, region, or customer segment.
Steps to Create a Calculated Insight:
Navigate to the Visual Insights Builder within Salesforce Data Cloud.
Select 'Create New Insight' and choose the dataset.
Add at least one measure: This could be any metric you want to analyze, such as 'Total Sales.'
Add at least one dimension: This helps to break down the measure, such as 'Sales by Region.'
Practical Application:
Example: To create an insight on 'Average Purchase Value by Region,' you would need:
A measure: Total Purchase Value.
A dimension: Customer Region.
This allows for actionable insights, such as identifying high-performing regions.

QUESTION 47
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?

A. Include Fund Type equal to 'Mutual Fund' as a related attribute. Configure an activation based on the new segment with no additional attributes.

B. 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'.

C. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.

D. Include Fund Name and Fund Type by default for post processing in the target system.

Correct Answer: B
Section:
Explanation:
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.

QUESTION 48
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)

Correct Answer: D
Section:
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.

QUESTION 49
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

Correct Answer: D
Section:

Explanation:
: The filter operatorLast Number of Daysallows 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.
Relative Date Filter Reference
Create Filtered Segments

QUESTION 50
A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.
Which two areas should the consultant review to help troubleshoot this issue?
Choose 2 answers

A. The related engagement events occurred within the last 90 days.
B. The activations are referencing segments that segment on profile data rather than engagement data.
C. The correct path is selected for the related attributes.
D. The activated profiles have a Unified Contact Point.

Correct Answer: A, C
Section:
Explanation:
Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as: For engagement data, activation supports a90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window. The correctpathto the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters. The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes.

QUESTION 51
How does identity resolution select attributes for unified individuals when there Is conflicting information in the data model?

A. Creates additional contact points
B. Leverages reconciliation rules
C. Creates additional rulesets
D. Leverages match rules

Correct Answer: B
Section:
Explanation:
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.

QUESTION 52
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?

A. Text
B. Number
C. Decimal
D. Serial

Correct Answer: A
Section:
Explanation:
The field typeTextshould 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.
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

QUESTION 53
Which statement about Data Cloud's Web and Mobile Application Connector is true?

A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
B. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.
C. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
D. The connector schema can be updated to delete an existing field.

Correct Answer: B
Section:
Explanation:
The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE.

QUESTION 54
A consultant needs to package Data Cloud components from one organization to another.
Which two Data Cloud components should the consultant include in a data kit to achieve this goal?
Choose 2 answers

A. Data model objects
B. Segments
C. Calculated insights
D. Identity resolution rulesets

Correct Answer: A, D
Section:
Explanation:
To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc.They store the data ingested from various sources and enable the creation of unified profiles and segments1.
Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles.They specify the criteria, logic, and priority for identity resolution2.
1: Data Model Objects in Data Cloud

2: Identity Resolution Rulesets in Data Cloud

QUESTION 55
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.

Correct Answer: B
Section:
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.

QUESTION 56
A user has built a segment in Data Cloud and is in the process of creating an activation. When selecting related attributes, they cannot find a specific set of attributes they know to be related to the individual.
Which statement explains why these attributes are not available?

A. The segment is not segmenting on profile data.
B. The attributes are being used in another activation.
C. The desired attributes reside on different related paths.
D. Activations can only include 1-to-1 attributes.

Correct Answer: C
Section:
Explanation:
The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity. However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one-to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes.
Related Attributes in Activation
Considerations for Selecting Related Attributes
Salesforce Launches: Data Cloud Consultant Certification
Create a Segment in Data Cloud

QUESTION 57
A consultant wants to build a new audience in Data Cloud.
Which three criteria can the consultant include when building a segment?
Choose 3 answers

A. Direct attributes
B. Data stream attributes
C. Calculated Insights
D. Related attributes
E. Streaming insights

Correct Answer: A, C, D
Section:
Explanation:
A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:
Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.
Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.
Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.
The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms. Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization.

QUESTION 58
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.

Correct Answer: C
Section:
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.

QUESTION 59
A user Is not seeing suggested values from newly-modeled data when building a segment.
What is causing this issue?

A. Value suggestion will only return results for the first 50 values of a specific attribute,
B. Value suggestion can only work on direct attributes and not related attributes.
C. Value suggestion requires Data Aware Specialist permissions at a minimum.
D. Value suggestion is still processing and takes up to 24 hours to be available.

Correct Answer: D
Section:
Explanation:
The most likely cause of this issue is that value suggestion is still processing and takes up to 24 hours to be available. Value suggestion is a feature that enables you to see suggested values for data model object (DMO) fields when creating segment filters.However, this feature needs to be enabled for each DMO field, and it can take up to 24 hours for the suggested values to appear after enabling the feature1. Therefore, if a user is not seeing suggested values from newly-modeled data, it could be that the data has not been processed yet by the value suggestion feature.
Use Value Suggestions in Segmentation

QUESTION 60
A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour.
How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

A. Set the activation schedule to hourly.
B. Configure the data to be ingested in hourly batches.
C. Set the journey entry schedule to run every hour.
D. Set the insights aggregation time window to 1 hour.

Correct Answer: D
Section:
Explanation:
Streaming insights are computed from real-time engagement events and can be used to trigger data actions based on pre-set rules. Data actions are workflows that send data from Data Cloud to other systems, such as Journey Builder. To ensure that the data action is triggered every hour, the consultant should set the insights aggregation time window to 1 hour. This means that the streaming insight will evaluate the events that occurred within the last hour and execute the data action if the conditions are met. The other options are not relevant for streaming insights and data actions.

QUESTION 61
A Data Cloud consultant is working with data that is clean and organized. However, the various schemas refer to a person by multiple names --- such as user; contact, and subscriber --- and need a standard mapping.
Which term describes the process of mapping these different schema points into a standard data model?

A. Segment
B. Harmonize
C. Unify
D. Transform

Correct Answer: B
Section:
Explanation:
Introduction to Data Harmonization:
Data harmonization is the process of bringing together data from different sources and making it consistent.
Mapping Different Schema Points:
In Data Cloud, different schemas may refer to the same entity using different names (e.g., user, contact, subscriber).
Harmonization involves standardizing these different terms into a single, consistent schema.
Process of Harmonization:

Identify Variations: Recognize the different names and fields referring to the same entity across schemas.
Standard Mapping: Create a standard data model and map the various schema points to this model.
Example: Mapping ''user'', ''contact'', and ''subscriber'' to a single standard entity like ''Customer.''
Steps to Harmonize Data:
Define a standard data model.
Map the fields from different schemas to this standard model.
Ensure consistency across the data ecosystem.

QUESTION 62
A company wants to test its marketing campaigns with different target populations.
What should the consultant adjust in the Segment Canvas interface to get different populations?

A. Direct attributes, related attributes, and population filters
B. Segmentation filters, direct attributions, and data sources
C. Direct attributes and related attributes
D. Population filters and direct attributes

Correct Answer: A
Section:
Explanation:
Segmentation in Salesforce Data Cloud:
The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.
Elements for Adjusting Target Populations:
Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).
Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).
Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).
Steps to Adjust Populations in Segment Canvas:
Direct Attributes: Select attributes that directly describe the target population.
Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.
Population Filters: Apply filters to refine and target specific subsets of the population.
Example: To create a segment of 'Active Customers Aged 25-35,' use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.
Practical Application:
Navigate to the Segment Canvas.
Adjust direct attributes and related attributes based on campaign goals.
Apply population filters to fine-tune the target audience.

QUESTION 63
A consultant notices that the unified individual profile is not storing the latest email address.
Which action should the consultant take to troubleshoot this issue?

A. Remove any old email addresses from Salesforce CRM.
B. Check if the mapping of DLO objects is correct to Contact Point Email.
C. Confirm that the reconciliation rules are correctly used.
D. Verify and update the email address in the source systems if needed.

Correct Answer: C
Section:
Explanation:
Understanding Unified Individual Profile:

The unified individual profile combines data from multiple sources to create a comprehensive view of each customer.
Issue with Latest Email Address:
If the latest email address is not being stored, the reconciliation rules, which determine how data from different sources is combined and updated, may be incorrectly configured.
Reconciliation Rules:
These rules define which data source has priority and how conflicts are resolved when combining data.
Ensuring that these rules are correctly configured is essential for maintaining accurate and up-to-date profiles.
Steps to Troubleshoot:
Navigate to the reconciliation rules settings in Salesforce Data Cloud.
Review the current rules to ensure the correct handling of email addresses.
Verify that the rules prioritize the most recent data and handle duplicates appropriately.

QUESTION 64
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?

A. Data Cloud
B. External Activation Target
C. Marketing Cloud Personalization
D. Marketing Cloud

Correct Answer: B
Section:
Explanation:
Purpose of Activation Targets:
Activation targets define where and how segment data is published for use in various applications and platforms.
Types of Activation Targets:
Data Cloud: Internal target within Salesforce Data Cloud.
External Activation Target: Used to publish data outside Salesforce, accessible via APIs.
Marketing Cloud Personalization: Specific to Salesforce Marketing Cloud.
Marketing Cloud: Broader Salesforce Marketing Cloud integration.
Choosing the Right Target:
For retrieving segment data using Query APIs, an external activation target is appropriate as it facilitates data access from outside systems.
Steps to Create an External Activation Target:
Navigate to the activation settings in Salesforce Data Cloud.
Select 'Create New Activation Target' and choose 'External Activation Target.'
Configure the target with the necessary API details for external access.

QUESTION 65
What is the primary purpose of Data Cloud?

A. Providing a golden record of a customer
B. Managing sales cycles and opportunities
C. Analyzing marketing data results
D. Integrating and unifying customer data

Correct Answer: D
Section:
Explanation:
Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.
Benefits of Data Integration and Unification:
Golden Record: Providing a unified, accurate view of the customer.
Enhanced Analysis: Enabling better insights and analytics through comprehensive data.
Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.
Steps for Data Integration:
Ingest data from multiple sources (CRM, marketing, service platforms).
Use data harmonization and reconciliation processes to unify data into a single profile.
Practical Application:
Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.
This unified data enables personalized marketing campaigns and improved customer service.

QUESTION 66
A consultant is ingesting a list of employees from their human resources database that they want to segment on.
Which data stream category should the consultant choose when ingesting this data?

A. Profile Data
B. Contact Data
C. Other Data
D. Engagement Data

Correct Answer: C
Section:
Explanation:
Categories of Data Streams:
Profile Data: Customer profiles and demographic information.
Contact Data: Contact points like email and phone numbers.
Other Data: Miscellaneous data that doesn't fit into the other categories.
Engagement Data: Interactions and behavioral data.
Ingesting Employee Data:
Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.
'Other Data' is appropriate for non-customer-specific data like employee information.
Steps to Ingest Employee Data:
Navigate to the data ingestion settings in Salesforce Data Cloud.
Select 'Create New Data Stream' and choose the 'Other Data' category.
Map the fields from the HR database to the corresponding fields in Data Cloud.
Practical Application:
Example: A company ingests employee data to segment internal communications or analyze workforce metrics.
Choosing the 'Other Data' category ensures that this non-customer data is correctly managed and utilized.

QUESTION 67
The leadership team at Cumulus Financial has determined that customers who deposited more than $250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.
Which features support this use case?

A. Calculated insight and data action
B. Calculated insight and segment
C. Streaming insight and segment
D. Streaming insight and data action

Correct Answer: B
Section:
Explanation:
Understanding the Use Case:
The leadership team wants to focus on customers who have deposited more than $250,000 in the last five years and are not using advisory services.
Features Involved:
Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.
Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.
Steps to Implement:
Create a Calculated Insight:
Navigate to Visual Insights Builder in Salesforce Data Cloud.
Create a new calculated insight to sum deposits for each customer over the last five years.
Create a Segment:
Use the Segment Canvas to create a new segment.
Apply filters to include customers with deposits over $250,000 and exclude those using advisory services.
Practical Application:
Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

QUESTION 68
Which two dependencies need to be removed prior to disconnecting a data source?
Choose 2 answers

A. Activation target
B. Segment
C. Activation
D. Data stream

Correct Answer: B, D
Section:
Explanation:
Dependencies in Data Cloud:
Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.
Identifying Dependencies:
Segment: Segments using data from the source must be deleted or reassigned.
Data Stream: The data stream must be disconnected, as it directly relies on the data source.
Steps to Remove Dependencies:
Remove Segments:
Navigate to the Segmentation interface in Salesforce Data Cloud.
Identify and delete segments relying on the data source.
Disconnect Data Stream:
Go to the Data Stream settings.
Locate and disconnect the data stream associated with the source.
Practical Application:
Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.

QUESTION 69
How does Data Cloud ensure data privacy and security?

A. By encrypting data at rest and in transit

B. By enforcing and controlling consent references
C. By securely storing data in an offsite server
D. BY limiting data access to authorized admins

Correct Answer: A
Section:
Explanation:
Data Privacy and Security in Data Cloud:
Ensuring data privacy and security is paramount in Salesforce Data Cloud.
Key Security Measures:
Encrypting Data at Rest and in Transit:
Data encryption ensures that information is protected from unauthorized access both when stored and when transmitted.
Enforcing and Controlling Consent Preferences:
Consent management ensures that data usage complies with customer permissions and regulatory requirements.
Steps to Implement Security Measures:
Data Encryption:
Enable encryption for data at rest using Salesforce Shield.
Ensure TLS/SSL encryption is used for data in transit.
Consent Management:
Set up and enforce consent preferences within Data Cloud.
Regularly audit and update consent records.
Practical Application:
Example: A financial institution uses encryption to secure customer financial data and manages consent to comply with GDPR.

QUESTION 70
How does Data Cloud ensure data privacy and security?

A. By encrypting data at rest and in transit
B. By enforcing and controlling consent references
C. By securely storing data in an offsite server
D. BY limiting data access to authorized admins

Correct Answer: A
Section:
Explanation:
Data Privacy and Security in Data Cloud:
Ensuring data privacy and security is paramount in Salesforce Data Cloud.
Key Security Measures:
Encrypting Data at Rest and in Transit:
Data encryption ensures that information is protected from unauthorized access both when stored and when transmitted.
Enforcing and Controlling Consent Preferences:
Consent management ensures that data usage complies with customer permissions and regulatory requirements.
Steps to Implement Security Measures:
Data Encryption:
Enable encryption for data at rest using Salesforce Shield.
Ensure TLS/SSL encryption is used for data in transit.
Consent Management:
Set up and enforce consent preferences within Data Cloud.
Regularly audit and update consent records.

Practical Application:
Example: A financial institution uses encryption to secure customer financial data and manages consent to comply with GDPR.

QUESTION 71
Cumulus Financial needs to create a composite key on an incoming data source that combines the fields Customer Region and Customer Identifier.
Which formula function should a consultant use to create a composite key when a primary key is not available in a data stream?

A. CONCAT
B. COMBIN
C. COALE
D. CAST

Correct Answer: A
Section:
Explanation:
Composite Keys in Data Streams: When working with data streams in Salesforce Data Cloud, there may be situations where a primary key is not available. In such cases, creating a composite key from multiple fields ensures unique identification of records.
Formula Functions: Salesforce provides several formula functions to manipulate and combine data fields. Among them, the CONCAT function is used to combine multiple strings into one.
Creating Composite Keys: To create a composite key using CONCAT, a consultant can combine the values of Customer Region and Customer Identifier into a single unique identifier.
Example Formula: CONCAT(Customer_Region, Customer_Identifier)
Salesforce Documentation: Formula Functions
Salesforce Data Cloud Guide

QUESTION 72
A customer has two Data Cloud orgs. A new configuration has been completed and tested for an Amazon S3 data stream and its mappings in one of the Data Cloud orgs.
What is recommended to package and promote this configuration to the customer's second org?

A. Use the Metadata API.
B. Use the Salesforce CRM connector.
C. Create a data kit.
D. Package as an AppExchange application.

Correct Answer: C
Section:
Explanation:
Data Cloud Configuration Promotion: When managing configurations across multiple Salesforce Data Cloud orgs, it's essential to use tools that ensure consistency and accuracy in the promotion process.
Data Kits: Salesforce Data Cloud allows users to package and promote configurations using data kits. These kits encapsulate data stream definitions, mappings, and other configuration elements into a portable format.
Process:
Create a data kit in the source org that includes the Amazon S3 data stream configuration and mappings.
Export the data kit from the source org.
Import the data kit into the target org, ensuring that all configurations are transferred accurately.
Advantages: Using data kits simplifies the migration process, reduces the risk of configuration errors, and ensures that all settings and mappings are consistently applied in the new org.
Salesforce Data Cloud Developer Guide
Salesforce Data Cloud Packaging

QUESTION 73
Northern Trail Outfitters (NTO) is getting ready to start ingesting its CRM data into Data Cloud.
While setting up the connector, which type of refresh should NTO expect when the data stream is deployed for the first time?

A. Incremental
B. Manual refresh
C. Partial refresh
D. Full refresh

Correct Answer: D
Section:
Explanation:
Data Stream Deployment: When setting up a data stream in Salesforce Data Cloud, the initial deployment requires a comprehensive data load.
Types of Refreshes:
Incremental Refresh: Only updates with new or changed data since the last refresh.
Manual Refresh: Requires a user to manually initiate the data load.
Partial Refresh: Only a subset of the data is refreshed.
Full Refresh: Loads the entire dataset into the system.
First-Time Deployment: For the initial deployment of a data stream, a full refresh is necessary to ensure all data from the source system is ingested into Salesforce Data Cloud.
Salesforce Documentation: Data Stream Setup
Salesforce Data Cloud Guide

QUESTION 74
Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.
How should the consultant provide this list to NTO?

A. Create the segment and then click Download to obtain the segment membership details to provide to NTO.
B. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
C. Create the segment, select Email as the activation target, and activate the segment di nearly to NTO.
D. Create the segment and then activate the segment to NTO's Salesforce CRM.

Correct Answer: B
Section:
Explanation:
Segment Creation in Data Cloud: Salesforce Data Cloud allows the creation of segments based on specific criteria for targeted marketing campaigns.
Activation Targets: After creating a segment, it must be activated to make the data available for use. Various activation targets can be configured based on how the segment data will be used.
File Storage Activation Target: To provide a list of contacts fitting a segment, creating a file storage activation target allows the segment data to be exported as a file. This file can then be shared with NTO for their mailing campaign.
Process:
Define the segment criteria in Salesforce Data Cloud.
Create a new file storage activation target.
Activate the segment to this target, which generates a downloadable file containing the segment membership details.
Salesforce Data Cloud Documentation: Segmentation
Salesforce Data Cloud Activation

QUESTION 75
Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.
How should the consultant provide this list to NTO?

A. Create the segment and then click Download to obtain the segment membership details to provide to NTO.
B. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
C. Create the segment, select Email as the activation target, and activate the segment di nearly to NTO.

D. Create the segment and then activate the segment to NTO's Salesforce CRM.

Correct Answer: B
Section:
Explanation:
Segment Creation in Data Cloud: Salesforce Data Cloud allows the creation of segments based on specific criteria for targeted marketing campaigns.
Activation Targets: After creating a segment, it must be activated to make the data available for use. Various activation targets can be configured based on how the segment data will be used.
File Storage Activation Target: To provide a list of contacts fitting a segment, creating a file storage activation target allows the segment data to be exported as a file. This file can then be shared with NTO for their mailing campaign.
Process:
Define the segment criteria in Salesforce Data Cloud.
Create a new file storage activation target.
Activate the segment to this target, which generates a downloadable file containing the segment membership details.
Salesforce Data Cloud Documentation: Segmentation
Salesforce Data Cloud Activation

QUESTION 76
Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.
How should the consultant provide this list to NTO?

A. Create the segment and then click Download to obtain the segment membership details to provide to NTO.
B. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
C. Create the segment, select Email as the activation target, and activate the segment di nearly to NTO.
D. Create the segment and then activate the segment to NTO's Salesforce CRM.

Correct Answer: B
Section:
Explanation:
Segment Creation in Data Cloud: Salesforce Data Cloud allows the creation of segments based on specific criteria for targeted marketing campaigns.
Activation Targets: After creating a segment, it must be activated to make the data available for use. Various activation targets can be configured based on how the segment data will be used.
File Storage Activation Target: To provide a list of contacts fitting a segment, creating a file storage activation target allows the segment data to be exported as a file. This file can then be shared with NTO for their mailing campaign.
Process:
Define the segment criteria in Salesforce Data Cloud.
Create a new file storage activation target.
Activate the segment to this target, which generates a downloadable file containing the segment membership details.
Salesforce Data Cloud Documentation: Segmentation
Salesforce Data Cloud Activation

QUESTION 77
A Data Cloud consultant tries to save a new 1-to-l relationship between the Account DMO and Contact Point Address DMO but gets an error.
What should the consultant do to fix this error?

A. Map additional fields to the Contact Point Address DMO.
B. Make sure that the total account records are high enough for Identity resolution.
C. Change the cardinality to many-to-one to accommodate multiple contacts per account.
D. Map Account to Contact Point Email and Contact Point Phone also.

Correct Answer: C

Section:
Explanation:
Relationship Cardinality: In Salesforce Data Cloud, defining the correct relationship cardinality between data model objects (DMOs) is crucial for accurate data representation and integration.
1-to-1 Relationship Error: The error occurs because the relationship between Account DMO and Contact Point Address DMO is set as 1-to-1, which implies that each account can only have one contact point address.
Solution:
Change Cardinality: Modify the relationship cardinality to many-to-one. This allows multiple contact point addresses to be associated with a single account, reflecting real-world scenarios more accurately.
Steps:
Go to the data model configuration in Data Cloud.
Locate the relationship between Account DMO and Contact Point Address DMO.
Change the relationship type from 1-to-1 to many-to-one.
Benefits:
Accurate Representation: Accommodates real-world data scenarios where an account may have multiple contact points.
Error Resolution: Resolves the error and ensures smooth data integration.
Salesforce Data Cloud Documentation: Relationships
Salesforce Help: Data Modeling in Data Cloud

QUESTION 78
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?

A. Change reconciliation rules to Most Occurring.
B. Disable the individual identity ruleset.
C. Increase the number of matching rules.
D. Update their account address details in the data source

Correct Answer: C
Section:
Explanation:
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.
Salesforce Data Cloud Identity Resolution
Salesforce Help: Matching Rules

QUESTION 79
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?

A. 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.
B. 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.

C. 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.

D. 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.

Correct Answer: D
Section:
Explanation:
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.
Salesforce Data Cloud Ingestion Methods
Salesforce Bulk Data Ingestion
Salesforce Streaming Data Ingestion

QUESTION 80
A consultant needs to minimize the difference between a Data Cloud segment population and Marketing Cloud data extension count to determine the true size of segments for campaign planning.
What should the consultant recommend to filter the segments by to accomplish this?

A. User preferences for marketing outreach
B. Geographical divisions
C. Marketing Cloud Journeys
D. Business units

Correct Answer: A
Section:
Explanation:
Segment Population vs. Data Extension Count: Minimizing the difference between Data Cloud segment populations and Marketing Cloud data extensions ensures accurate segment sizes for campaign planning.
Filtering by User Preferences: By filtering segments based on user preferences for marketing outreach, you ensure that only those contacts who have opted in or are eligible for marketing campaigns are included. This aligns the segment population in Data Cloud with the counts in Marketing Cloud.
Process:
Define Preferences: Ensure that user preferences for marketing outreach are clearly defined and captured in the system.
Filter Segments: Use these preferences to filter segments in Data Cloud, ensuring only the relevant contacts are included.
Benefits:
Accuracy: Increases the accuracy of segment sizes by including only those who have opted in for marketing.
Compliance: Helps in complying with regulatory requirements for marketing communications.
Salesforce Data Cloud Segmentation
Marketing Cloud Data Extensions

QUESTION 81
A consultant at Northern Trail Outfitters is attempting to ingest a field from the Contact object in Salesforce CRM that contains both yyyy-mm-dd and yyyy-mm-dd hh:mm:ss values. The target field is set to Date datatype.
Which statement is true in this situation?

A. The target field will throw an error and store null values.
B. The target field will be able to hold both types of values.

C. The target field will only hold the time part and ignore the date part.
D. The target field will only hold the date part and ignore the time part.

Correct Answer: D
Section:
Explanation:
Field Data Types: Salesforce CRM's Contact object fields can store data in various formats. When ingesting data into Salesforce Data Cloud, the target field's data type determines how the data is processed and stored.
Date Data Type: If the target field in Data Cloud is set to Date data type, it is designed to store date values without time information.
Mixed Format Values: When ingesting a field containing both date (yyyy-mm-dd) and datetime (yyyy-mm-dd hh:mm:ss) values into a Date data type field:
The Date field will extract and store only the date part (yyyy-mm-dd), ignoring the time part (hh:mm:ss).
Result:
Date Values: yyyy-mm-dd values are stored as-is.
Datetime Values: yyyy-mm-dd hh:mm:ss values are truncated to yyyy-mm-dd, and the time component is ignored.
Salesforce Data Cloud Field Mapping
Salesforce Data Types

QUESTION 82
A consultant wants to make sure address details from customer orders are selected as best to save to the unified profile.
What should the consultant do to achieve this?

A. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Individual DMO to the bottom.
B. Use the default reconciliation rules for Contact Point Address.
C. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Oder DMO to the top.
D. Change the default reconciliation rules for Individual to Source Priority.

Correct Answer: C
Section:
Explanation:
Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources.
Reconciliation Rules: These rules determine which data source is considered the 'best' when conflicting data is encountered. Changing reconciliation rules allows prioritizing specific sources.
Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes.
Process:
Step 1: Access the Data Cloud settings for reconciliation rules.
Step 2: Select the Contact Point Address details.
Step 3: Change the reconciliation rules for address attributes to 'Source Priority.'
Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.
Benefits:
Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.
Relevance: Gives priority to the most relevant and frequently updated source (customer orders).
Salesforce Data Cloud Reconciliation Rules
Salesforce Unified Customer Profile

QUESTION 83
What is the role of artificial intelligence (AI) in Data Cloud?

A. Automating data validation
B. Creating dynamic data-driven management dashboards
C. Enhancing customer interactions through insights and predictions

D. Generating email templates for use cases

Correct Answer: C
Section:
Explanation:
Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.
Insights and Predictions:
AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.
Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.
Enhancing Customer Interactions:
Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.
Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.
Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.
Use Cases:
Recommendation Engines: Suggest products or services based on past behavior and preferences.
Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.
Salesforce Data Cloud AI Capabilities
Salesforce AI for Customer Interaction

QUESTION 84
A consultant is connecting sales order data to Data Cloud and considers whether to use the Profile, Engagement, or Other categories to map the DLO. The consultant chooses to map the DLO called Order-Headers to the Sales Order DMO using the Engagement category.
What is the impact of this action on future mappings?

A. A DLO with category Engagement can be mapped to any DMO using either Profile. Engagement, or Other categories.
B. When mapping a Profile DLO to the Sales Order DMO, the category gets updated to Profile.
C. Sales Order DMO gets assigned to both the Profile and Engagement categories when mapping a Profile DLO.
D. Only Engagement category DLOs can be mapped to the Sales Order DMO. Sales Order gets assigned to the Engagement Category.

Correct Answer: D
Section:
Explanation:
Data Lake Objects (DLOs) and Data Model Objects (DMOs): In Salesforce Data Cloud, DLOs are mapped to DMOs to organize and structure data. Categories like Profile, Engagement, and Other define how these mappings are used.
Engagement Category: Mapping a DLO to the Engagement category indicates that the data is related to customer interactions and activities.
Impact on Future Mappings:
Engagement Category Restriction: When a DLO like Order-Headers is mapped to the Sales Order DMO under the Engagement category, future mappings of the Sales Order DMO are restricted to Engagement category DLOs.
Category Assignment: The Sales Order DMO is assigned to the Engagement category, meaning only DLOs categorized as Engagement can be mapped to it in the future.
Benefits:
Consistency: Ensures consistent data categorization and usage, aligning data with its intended purpose.
Accuracy: Helps in maintaining the integrity of data mapping and ensures that engagement-related data is accurately captured and utilized.
Salesforce Data Cloud Mapping
Salesforce Data Cloud Categories