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Question 1

Which three Data Model objects do Reconciliation Rules operate across?

Options:

A- Individual

B- Party Identification

C- Contact Point Email

D- Contact

E- Lead

Answer:

A, B, C

Explanation:

These are the three Data Model objects that Reconciliation Rules operate across. Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different

email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address. Reference:Identity Resolution Reconciliation Rules

Question 2

How does an administrator increase the consolidation rate for Identity Resolution?

Options:

A- Change all reconciliation rules to Source Sequence

B- Add more matching rules to broaden the search for matches

C- Change the Ignore Empty Value option

D- Reduce the number of matching rules

Answer:

D

Explanation:

Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate. Reference:Identity Resolution Match Rules

Question 3

Question Type: **MultipleChoice**

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

Options:

A- Amazon S3 Bucket

B- Personalization

C- Marketing Cloud

D- Salesforce CRM

Answer:

C

Explanation:

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

Question 4

Question Type: **MultipleChoice**

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

A- Data Models

B- Calculated Insights

C- Segments

D- Data Streams

E- Identity Resolution Rulesets

Answer:

A, C, D

Explanation:

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

Question 5

Question Type: **MultipleChoice**

A user needs permissions to access Data Cloud to create, manage, and publish segments. However, the user should not be allowed to create reports or manage data sources. Which permission set should an administrator assign?

Options:

A- Customer Data Cloud for Marketing Admin

B- Customer Data Cloud for Marketing Specialist

C- Customer Data Cloud for Marketing Data Aware Specialist

D- Customer Data Cloud for Marketing Manager

Answer:

B

Explanation:

This permission set should be assigned to a user who needs permissions to access Data Cloud to create, manage, and publish segments, but not to create reports or manage data sources. This permission set allows the user to create and edit segments, calculated insights, streaming insights, and activations, but not to access data streams, data model, identity resolution, or reports. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5

Question 6

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

Options:

A- Dedicated S3 data sources in activation setup

B- Dedicated S3 data sources in Data Cloud setup

C- Separate user credentials for data stream and activation

D- Separate user credentials for data stream and activation target

Answer:

B