



Free Questions for [Data-Cloud-Consultant](#) by [dumpshq](#)

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Question 1

Question Type: MultipleChoice

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?

Options:

- 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 to 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.

Answer:

D

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 2

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

C

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 3

Question Type: MultipleChoice

A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.

What should the consultant do to fix this error?

Options:

- 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.

Answer:

C

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 4

Question Type: MultipleChoice

A company is seeking advice from a consultant on how to address the challenge of having multiple leads and contacts in Salesforce that share the same email address. The consultant wants to provide a detailed and comprehensive explanation on how Data Cloud can be leveraged to effectively solve this issue.

What should the consultant highlight to address this company's business challenge?

Options:

- A- Data Bundles
- B- Calculated Insights
- C- Identity Resolution
- D- Identity Resolution

Answer:

C

Explanation:

Issue Overview: When multiple leads and contacts share the same email address in Salesforce, it can lead to data duplication, inaccurate customer views, and inefficient marketing and sales efforts.

Data Cloud Identity Resolution: Salesforce Data Cloud offers Identity Resolution as a powerful tool to address this issue. It helps in merging and unifying data from multiple sources to create a single, comprehensive customer profile.

Process:

Data Ingestion: Import lead and contact data into Salesforce Data Cloud.

Identity Resolution Rules: Configure Identity Resolution rules to match and merge records based on key identifiers like email addresses.

Unification: The tool consolidates records that share the same email address, eliminating duplicates and ensuring a single view of each customer.

Continuous Updates: As new data comes in, Identity Resolution continuously updates and maintains the unified profiles.

Benefits:

Accurate Customer View: Reduces duplicate records and provides a complete view of each customer's interactions and history.

Improved Efficiency: Streamlines marketing and sales efforts by targeting a unified customer profile.

[Salesforce Data Cloud Identity Resolution](#)

[Salesforce Help: Identity Resolution Overview](#)

Question 5

Question Type: MultipleChoice

Which functionality does Data Cloud offer to improve customer support interactions when a customer is working with an agent?

Options:

- A- Predictive troubleshooting
- B- Enhanced reporting tools
- C- Real-time data integration
- D- Automated customer service replies

Answer:

C

Explanation:

Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information, improving their ability to respond to customer inquiries and issues effectively.

Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

[Salesforce Data Cloud for Customer Support](#)

[Real-Time Data Integration in Salesforce](#)

Question 6

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

B

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 7

Question Type: MultipleChoice

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?

Options:

- A- Incremental
- B- Manual refresh
- C- Partial refresh

D- Full refresh

Answer:

D

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](#)

Question 8

Question Type: MultipleChoice

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?

Options:

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

Answer:

C

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](#)

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