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Question 1

A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled

successfully to its linked data model object. The user will also need to make changes if required.

What is the minimum permission set needed to accommodate this use case?

Options:

A- Data Cloud for Marketing Specialist

B- Data Cloud Admin

C- Data Cloud User

D- Data Cloud for Marketing Data Aware Specialist

Answer:

C

Explanation:

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

Question 2

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) wants to send a promotional campaign for customers that

have purchased within the past 6 months. The consultant created a segment to meet this

requirement.

Now, NTO brings an additional requirement to suppress customers who have made purchases within

the last week.

What should the consultant use to remove the recent customers?

Options:

A- Batch transforms

B- Segmentation exclude rules

C- Related attributes

D- Streaming insight

Answer:

B

Explanation:

The consultant should use B. Segmentation exclude rules to remove the recent customers. Segmentation exclude rules are filters that can be applied to a segment to exclude records that meet certain criteria. The consultant can use segmentation exclude rules to exclude customers who have made purchases within the last week from the segment that contains customers who have purchased within the past 6 months. This way, the segment will only include customers who are eligible for the promotional campaign.

The other options are not correct. Option A is incorrect because batch transforms are data processing tasks that can be applied to data streams or data lake objects to modify or enrich the data. Batch transforms are not used for segmentation or activation. Option C is

incorrect because related attributes are attributes that are derived from the relationships between data model objects. Related attributes are not used for excluding records from a segment. Option D is incorrect because streaming insights are derived attributes that are calculated at the time of data ingestion. Streaming insights are not used for excluding records from a segment.Reference:Salesforce Data Cloud Consultant Exam Guide,Segmentation,Segmentation Exclude Rules

Question 3

Question Type: MultipleChoice

A customer wants to create segments of users based on their Customer Lifetime Value.

However, the source data that will be brought into Data Cloud does not include that key performance

indicator (KPI).

Which sequence of steps should the consultant follow to achieve this requirement?

Options:

A- Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation

B- Create Calculated Insight > Map Data to Data Model> Ingest Data > Use in Segmentation

C- Create Calculated Insight > Ingest Data > Map Data to Data Model> Use in Segmentation

D- Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer:

A

Explanation:

To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation.This is because the first step is to ingest the source data into Data Cloud using data streams1.The second step is to map the source data to the data model, which defines the structure and attributes of the data2.The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3.In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement.Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3.Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3.Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes3.Reference:Data Streams Overview,Data Model Objects Overview,Calculated Insights Overview,Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

Question 4

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy

Name and Normalized Email.

What should NTO do to ensure the best email address is activated?

Options:

A- Include Contact Point Email object Is Active field as a match rule.

B- Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.

C- Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.

D- Set the default reconciliation rule to Last Updated.

Answer:

B

Explanation:

: NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience.Reference:Configure Activations,Use Source Priority Order in Activations

Question 5

Question Type: **MultipleChoice**

What does the Ignore Empty Value option do in identity resolution?

Options:

A- Ignores empty fields when running any custom match rules

B- Ignores empty fields when running reconciliation rules

C- Ignores Individual object records with empty fields when running identity resolution rules

D- Ignores empty fields when running the standard match rules

Answer:

B

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

Question 6

Question Type: **MultipleChoice**

A customer requests that their personal data be deleted.

Which action should the consultant take to accommodate this request in Data Cloud?

Options:

A- Use a streaming API call to delete the customer's information.

B- Use Profile Explorer to delete the customer data from Data Cloud.

C- Use Consent API to request deletion of the customer's information.

D- Use the Data Rights Subject Request tool to request deletion of the customer's information.

Answer:

C

Explanation:

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

Question 7

Question Type: MultipleChoice

Which two requirements must be met for a calculated insight to appear in the

segmentation canvas?

Choose 2 answers

Options:

A- The metrics of the calculated insights must only contain numeric values.

B- The primary key of the segmented table must be a metric in the calculated insight.

C- The calculated insight must contain a dimension including the Individual or Unified Individual Id.

D- The primary key of the segmented table must be a dimension in the calculated insight.

Answer:

C, D

Explanation:

A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:

The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.

The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the

Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.

Question 8

Data Cloud receives a nightly file of all ecommerce transactions from the previous day.

Several segments and activations depend upon calculated insights from the updated data in order to

maintain accuracy in the customer's scheduled campaign messages.

What should the consultant do to ensure the ecommerce data is ready for use for each of the

scheduled activations?

Options:

A- Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.

B- Set a refresh schedule for the calculated insights to occur every hour.

C- Ensure the activations are set to Incremental Activation and automatically publish every hour.

D- Ensure the segments are set to Rapid Publish and set to refresh every hour.

Answer:

A

Explanation:

The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.

The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated

or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values. However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data.Reference:Salesforce Data Cloud Consultant Exam Guide,Flow,Change Data Events,Calculated Insights,Segments, [Activation]

Question 9

Question Type: **MultipleChoice**

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily

basis to be ingested in Data Cloud.

In what order should each process be run to ensure that freshly imported data is ready and available

to use for any segment?

Options:

A- Calculated Insight > Refresh Data Stream > Identity Resolution

B- Refresh Data Stream > Calculated Insight > Identity Resolution

C- Identity Resolution > Refresh Data Stream > Calculated Insight

D- Refresh Data Stream > Identity Resolution > Calculated Insight

Answer:

D

Explanation:

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:

Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system.It can be configured to run automatically or manually, depending on the data stream settings1. Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset.It runs daily by default, but can be triggered manually as well2. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.

Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object.It can be used to create metrics or measures for segmentation or analysis purposes3. Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

1:Configure Data Stream Refresh and Frequency - Salesforce

2:Identity Resolution Ruleset Processing Results - Salesforce

3:Calculated Insights - Salesforce

Question 10

Question Type: MultipleChoice

A consultant is working in a customer's Data Cloud org and is asked to delete the existing

identity resolution ruleset.

Which two impacts should the consultant communicate as a result of this action?

Choose 2 answers

Options:

A- All individual data will be removed.

B- Unified customer data associated with this ruleset will be removed.

C- Dependencies on data model objects will be removed.

D- All source profile data will be removed

Answer:

B, C

Explanation:

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