

Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)



NEW QUESTION 1

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

- A. Cities containing 'San José', '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 José' or 'san José'

Answer: D

Explanation:

The result of a segmentation criteria filtering on City | Is Equal To | 'San José' is cities only containing 'San José' or 'san José'. 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 filter. 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 José', you would need to use the OR operator and add multiple filter values, such as 'San José' OR 'San Jose' OR 'san jose' OR 'san José'.
References: Segmentation Criteria, Segmentation Operators

NEW QUESTION 2

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

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

Answer: A

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION 3

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket. Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

- A. Use an S3 Private Key Certificate.
- B. Use an S3 Encrypted Username and Password.
- C. Use a JWT Token generated on S3.
- D. Use an S3 Access Key and Secret Key.

Answer: D

Explanation:

To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. References: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog

Learn more

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NEW QUESTION 4

A consultant is integrating an Amazon S3 activated campaign with the customer's destination system. In order for the destination system to find the metadata about the segment, which file on the S3 will contain this information for processing?

- A. The .txt file
- B. The json file
- C. The .csv file
- D. The .zip file

Answer: B

Explanation:

The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file. The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION 5

Which information is provided in a .csv file when activating to Amazon S3?

- A. An audit log showing the user who activated the segment and when it was activated
- B. The activated data payload
- C. The metadata regarding the segment definition
- D. The manifest of origin sources within Data Cloud

Answer: B

Explanation:

When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket¹. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated². The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics³. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab⁴. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab⁵. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

NEW QUESTION 6

A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants. How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

- A. Place the attribute for product color in one container and the attribute for product type in another container.
- B. Place an attribute for the "black" calculated insight to dynamically apply
- C. Place the attributes for product and product type as direct attributes.
- D. Place the attributes for product color and product type in a single container.

Answer: D

Explanation:

To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:

- ? Create a Segment in Data Cloud
- ? Learn About Segmentation Tools
- ? Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION 7

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.

Answer: D

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. References:

- ? Use Value Suggestions in Segmentation

NEW QUESTION 8

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

Answer: B

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. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION 9

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

Answer: AD

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. References:

? 1: Data Model Objects in Data Cloud

? 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION 10

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

Answer: D

Explanation:

The filter operator Last Number of Days allows 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. References:

? Relative Date Filter Reference

? Create Filtered Segments

NEW QUESTION 10

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.

Answer: CD

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.

NEW QUESTION 13

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

- 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: BC

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. References: Delete an Identity Resolution Ruleset

NEW QUESTION 16

Northern Trail Outfitters 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

Answer: C

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. References: Metrics on Metrics, Create Metrics on Metrics

NEW QUESTION 20

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.

Answer: D

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. References: Streaming Insights and Data Actions Limits and Behaviors, Streaming Insights, Streaming Insights and Data Actions Use Cases, Use Insights in Data Cloud, 6 Ways the Latest Marketing Cloud Release Can Boost Your Campaigns

NEW QUESTION 24

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?

- 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. References: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

NEW QUESTION 28

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

Answer: A

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.
References: Data Sources Overview, Amazon S3 Storage Connector, Data Spaces Overview, Data Streams Overview, Data Activation Overview

NEW QUESTION 33

Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Automation Studio and Profile file API
- B. Marketing Cloud Connect API
- C. Marketing Cloud Data extension Data Stream
- D. Email Studio Starter Data Bundle

Answer: C

Explanation:

The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space. Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.

The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.

References:

- ? Marketing Cloud Data Extension Data Stream
- ? Data Cloud Data Ingestion
- ? [Marketing Cloud Data Extension Data Stream API]
- ? [Marketing Cloud Connect API]
- ? [Email Studio Starter Data Bundle]

NEW QUESTION 37

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

Answer: A

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.

References:

- ? 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

NEW QUESTION 38

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

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

Answer: B

Explanation:

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from¹. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

- ? Identity Resolution Ruleset Processing Results
- ? Consider Data Implications for Segmentation
- ? Prepare for your Salesforce Data Cloud Consultant Credential
- ? AI-based Identity Resolution: Linking Diverse Customer Data

NEW QUESTION 41

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. New dimensions can be added.
- B. Existing dimensions can be removed.
- C. Existing measures can be removed.
- D. New measures can be added.

Answer: B

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. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION 46

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.

Answer: A

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. References: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

NEW QUESTION 48

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

- 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.

References:

? Data Cloud Identity Resolution Reconciliation Rule Input

? Configure Identity Resolution Rulesets

? Data and Identity in Data Cloud

NEW QUESTION 49

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature should help with this use case?

- A. Value suggestion
- B. Data harmonization
- C. Transformation formulas
- D. Global picklists

Answer: A

Explanation:

Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 54

Which two requirements must be met for a calculated insight to appear in the segmentation canvas?
Choose 2 answers

- 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: CD

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.

References: Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

NEW QUESTION 58

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