

Salesforce

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam



NEW QUESTION 1

Which of these is present in Identity Resolution Summary?

- A. Unified Individuals
- B. Last Processing Status
- C. Matched Individuals
- D. All the above

Answer: D

Explanation:

The Identity Resolution Summary page shows all the above information: Unified Individuals, Last Processing Status, and Matched Individuals. Unified Individuals are the profiles that Data Cloud creates by linking multiple source profiles based on match rules. Last Processing Status shows the date and time of the last identity resolution run and whether it was successful or not. Matched Individuals shows the number and percentage of source profiles that were matched to a unified individual profile. References: Identity Resolution Summary

NEW QUESTION 2

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

- A. Unified Individual > Individual > Sales Order
- B. Unified Individual > Unified Link Individual > Sales Order
- C. Sales Order > Unified Individual
- D. Sales Order > Individual > Unified Individual

Answer: B

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

? Unified Individual: This DMO represents the unified profile of an individual, which contains attributes from multiple sources.

? Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

? Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

NEW QUESTION 3

What is a unique requirement of a Streaming Insight query?

- A. A dimension
- B. A measurement
- C. A window function
- D. A WHERE clause

Answer: C

Explanation:

A window function is a unique requirement of a Streaming Insight query. It defines the time interval for the query to run on the streaming data and the frequency of the query execution. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION 4

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model object
- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is used in Segmentation
- D. A data stream attribute is used in Activation

Answer: AB

Explanation:

A data stream cannot be deleted if any of its attributes are mapped to a Data Model object or used in a Calculated Insight³. These dependencies need to be removed before deleting the data stream.

NEW QUESTION 5

Which two statements are true about using consent API and exercising right to be forgotten?

- A. Data Deletion requests are processed within 1 hour
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- 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: BC

Explanation:

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted. Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION 6

Cloud Kicks has received a Request to be Forgotten by a customer. In which two ways can Data Cloud honor this request?

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

Answer: BD

Explanation:

These two ways can help Data Cloud honor a request to be forgotten by a customer. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. The delete from file functionality allows you to upload a file with individual IDs that will be deleted from Data Cloud. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_from_file.htm&type=5

NEW QUESTION 7

Cumulus Financial wants to be able to track the daily transaction volume for each of its customers in real time and send out a notification as soon it detects volume outside a customer's normal range. How should an administrator accommodate this request?

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

Answer: B

Explanation:

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email, updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

NEW QUESTION 8

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- A. Create additional Rule Sets
- B. Leverage Reconciliation Rules
- C. Create additional Contact Points
- D. Leverage Match Rules

Answer: B

Explanation:

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value. References: Identity Resolution Reconciliation Rules

NEW QUESTION 9

Which of the following cannot be used in Segmentation? (Choose 2)

- A. Numeric Measures
- B. Text Measures
- C. Aggregate Functions
- D. Date Time Measures

Answer: BD

Explanation:

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

NEW QUESTION 10

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight

- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

Answer: A

Explanation:

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION 10

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

Answer: B

Explanation:

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operator_s.htm&type=5

NEW QUESTION 15

What are the two distinct phases of data model management in Data Cloud?

- A. Data Activation
- B. Data Ingestion
- C. Data Actions
- D. Data Modeling

Answer: BD

Explanation:

These two phases are distinct phases of data model management in Data Cloud. Data ingestion is the process of bringing data from different sources into Data Cloud using connectors or APIs. Data modeling is the process of mapping the ingested data to the Data Cloud canonical model or creating custom data model objects. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5

NEW QUESTION 18

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?

- 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. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5

NEW QUESTION 21

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

- A. Custom fields on the Case objects are not supported for ingesting into Data Cloud
- B. Utilize the Salesforce Dataloader application to perform a bulk upload from a desktop
- C. The Data Cloud administrator does not need to do anything
- D. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM
- E. The Salesforce Integration User is missing "Read" permissions on the newly created field

Answer: D

Explanation:

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have "Read" permissions on that field. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

NEW QUESTION 26

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 Contact
- C. Unified Individual
- D. Individual

Answer: C

Explanation:

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single profile⁴. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

NEW QUESTION 28

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Transaction
- B. Individual
- C. Sales Order
- D. Engagement

Answer: A

Explanation:

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION 33

Which three options can be used to build a filter in the Segmentation Canvas?

- A. Data Lake Objects
- B. Streaming Insights
- C. Calculated Insights
- D. Related Attributes
- E. Direct Attributes

Answer: BCE

Explanation:

A window function is a unique requirement of a Streaming Insight query. It defines the time interval for the query to run on the streaming data and the frequency of the query execution. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION 38

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report
- C. Segment
- D. Dashboard

Answer: AC

Explanation:

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

NEW QUESTION 42

How many days of historical data is loaded when B2C Commerce Data Stream is created from the Order Bundle?

- A. 90 days
- B. 60 days
- C. 30 days
- D. 10 days

Answer: C

Explanation:

When B2C Commerce Data Stream is created from the Order Bundle, 30 days of historical data is loaded. The Order Bundle is a preconfigured data bundle that contains order-related data from B2C Commerce Cloud. Data Stream is a feature that allows you to stream data from B2C Commerce Cloud to Data Cloud in near real time. References: B2C Commerce Data Stream

NEW QUESTION 43

To which Data Model entity should the Email field from a CRM Contact object be mapped?

- A. Lead
- B. Account Contact
- C. Individual
- D. Contact Point Email

Answer: D

Explanation:

The Email field from a CRM Contact object should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

NEW QUESTION 44

When performing Segmentation or Activation, which timezone is used to publish and refresh data?

- A. Timezone of the Data Cloud Admin user
- B. Timezone is explicitly specified when creating a segment or activation
- C. Timezone set by the Salesforce Data Cloud org
- D. Timezone of the user defining the activity

Answer: C

Explanation:

According to the Salesforce Data Cloud documentation¹, the timezone used for Segmentation and Activation is the one set by the Salesforce Data Cloud org, not by the individual user or admin. This ensures consistency and accuracy across different users and regions.

NEW QUESTION 48

How does Data Cloud handle an individual's right to be forgotten?

- A. Deletes the specified Individual and records from any DMO/DLO related to the Individual.
- B. Deletes the specified Individual and records from any DSO mapped to the Individual DMO.
- C. Deletes the records from all DSOs and any downstream DMOs are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

Answer: B

Explanation:

This is how Data Cloud handles an individual's right to be forgotten. It deletes the individual record from the Individual data model object (DMO) and any related records from the data stream objects (DSOs) that are mapped to it. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_individual.htm&t ype=5

NEW QUESTION 49

Which two steps are required when configuring a Marketing Cloud activation?

- A. Set an Activation Schedule
- B. Select an Activation Target
- C. Add Additional Attributes
- D. Select Contact Points

Answer: BD

Explanation:

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htm&t ype=5

NEW QUESTION 50

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

- 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. References: Identity Resolution Match Rules

NEW QUESTION 52

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