Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

NEW QUESTION 1
A consultant wants to build a new audience in Data Cloud.
Which three criteria can the consultant include when building a segment? Choose 3 answers

A. Direct attributes
B. Data stream attributes
C. Calculated Insights
D. Related attributes
E. Streaming insights

Answer: ACD

Explanation:
A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:
? Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.
? Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.
? Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.
The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms. Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization.
References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION 2
A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

A. Create a custom DMO from scratch that has all fields that are needed.
B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
C. Create custom fields on the standard Individual DMO.
D. Duplicate the standard Individual DMO and add the additional fields.

Answer: C

Explanation:
The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:
? 1: Data Model Objects in Data Cloud

NEW QUESTION 3
A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing. What should a consultant recommend in this scenario?

A. Clone the data source object.
B. Use batch transforms to create a second data lake object.
C. Create a junction object in Salesforce CRM and modify the ingestion strategy.
D. Create a data kit from the data lake object and deploy it to the same Data Cloud org.

Answer: B

Explanation:
Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

NEW QUESTION 4
Luxury Retailers created a segment targeting high value customers that it activates through
Marketing Cloud for email communication. The company notices that the activated count is smaller
than the segment count. What is a reason for this?

A. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activation
C. If the individual does not have a related Contact Point, it will not be activated.
D. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
E. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud.They do not allow activation of new records.

Answer: B

Explanation:
 Data Cloud requires a Contact Point for Marketing Cloud activations, which is
a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION 5
Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

A. Confirm the Create object permission is enabled in the Data Cloud org.
B. Confirm the View All object permission is enabled in the source Salesforce CRM org.
C. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
D. Confirm that the Modify Object permission is enabled in the Data Cloud org.

Answer: B

Explanation:
 To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings1. Without this permission, the custom object will not be available in the New Data Stream configuration2. References:
? Manage Access with Data Cloud Permission Sets
? Object Permissions

NEW QUESTION 6
Which two common use cases can be addressed with Data Cloud? Choose 2 answers

A. Understand and act upon customer data to drive more relevant experiences.
B. Govern enterprise data lifecycle through a centralized set of policies and processes.
C. Harmonize data from multiple sources with a standardized and extendable data model.
D. Safeguard critical business data by serving as a centralized system for backup and disasterrecovery.

Answer: AC

Explanation:
 Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are:
? Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.
? Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution.
The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.
References:
? Learn How Data Cloud Works
? About Salesforce Data Cloud
? Discover Use Cases for the Platform
? Understand Common Data Analysis Use Cases

NEW QUESTION 7
Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.
What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

A. The B2C Commerce Order Bundle ingests 12 months of historical data.
B. The B2C Commerce Order Bundle ingests 6 months of historical data.
C. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.
D. The B2C Commerce Order Bundle ingests 30 days of historical data.

Answer: C

Explanation:
 The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file12.
References:
? Create a B2C Commerce Data Bundle
? Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION 8
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
1blob:https://www.bing.com/fed40cd6-30db-497b-a587-44e59b9e1f0bhelp.salesforce.com2blob:https://www.bing.com/ec651c64-71a9-4e79-94f1-3631d6942839developer.salesforce.com

NEW QUESTION 9
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 10
During an implementation project, a consultant completed ingestion of all data streams for their customer.
Prior to segmenting and acting on that data, which additional configuration is required?

A. Data Activation
B. Calculated Insights
C. Data Mapping
D. Identity Resolution

Answer: D

Explanation:

After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity1. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors2. To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data3. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes4. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity5. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. References: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

NEW QUESTION 10
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 12
How does Data Cloud handle an individual's Right to be Forgotten?

A. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
B. Deletes the specified Individual record and its Unified Individual Link record.
C. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
D. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.

Answer: D

Explanation:
Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.
The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.
References:
? Requesting Data Deletion or Right to Be Forgotten
? Data Deletion for Data Cloud
? Use the Consent API with Data Cloud
? Data and Identity in Data Cloud

NEW QUESTION 17
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 18
A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis. What is the most efficient option to allow for this capability?

A. Create, publish, and deploy a data kit.
B. Create a reusable container block with common criteria.
C. Create a nested segment.
D. Create a segment and copy it for each brand.

Answer: B

Explanation:
The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.
The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.
References:
? Create a Container Block
? Create a Segment in Data Cloud
? Create and Publish a Data Kit
? Create a Nested Segment

NEW QUESTION 20
What should a user do to pause a segment activation with the intent of using that segment again?

A. Deactivate the segment.
B. Delete the segment.
C. Skip the activation.
D. Stop the publish schedule.

Answer: A

Explanation:
The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A

deactivated segment no longer publishes, but it can be reactivated at any time1. This option allows the user to pause a segment activation with the intent of using that segment again.
The other options are incorrect for the following reasons:
? B. Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone2. This option does not allow the user to use the segment again.
? C. Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles3. This option does not pause the segment activation indefinitely.
? D. Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment4. This option does not pause the segment activation completely.
References:
? 1: Deactivated Segment article on Salesforce Help
? 2: Delete a Segment article on Salesforce Help
? 3: Skip an Activation article on Salesforce Help
? 4: Stop a Publish Schedule article on Salesforce Help

NEW QUESTION 25
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 30
A customer requests that their personal data be deleted.
Which action should the consultant take to accommodate this request in Data Cloud?

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.
References: Data Rights Subject Request Tool, Create a Data Rights Subject Request

NEW QUESTION 34
Northern Trail Qutfitters 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 38
Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.
What is a reason for this?

A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activation
B. If the individual does not have a related Contact Point, it will not be activated.
C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
D. Marketing Cloud activations only activate those individuals that already exist in Marketing Clou
E. They do not allow activation of new records.

F. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

Answer: A

Explanation:
The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION 39
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 42
What does the Source Sequence reconciliation rule do in identity resolution?

A. Includes data from sources where the data is most frequently occurring
B. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources
C. Identifies which data sources should be used in the process of reconcillation by prioritizing the most recently updated data source
D. Sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name

Answer: D

Explanation:
The Source Sequence reconciliation rule sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name. This rule allows you to define which data source should be used as the primary source of truth for each attribute, and which data sources should be used as fallbacks in case the primary source is missing or invalid. For example, you can set the Source Sequence rule to use data from Salesforce CRM as the first priority, data from Marketing Cloud as the second priority, and data from Google Analytics as the third priority for the first name attribute. This way, the unified profile will use the first name value from Salesforce CRM if it exists, otherwise it will use the value from Marketing Cloud, and so on. This rule helps you to ensure the accuracy and consistency of the unified profile attributes across different data sources. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution, Reconciliation Rules

NEW QUESTION 44
What does it mean to build a trust-based, first-party data asset?

A. To provide transparency and security for data gathered from individuals who provide consentfor its use and receive value in exchange
B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all complianceregulations
C. To ensure opt-in consents are collected for all email marketing as required by law
D. To obtain competitive data from reliable sources through interviews, surveys, and polls

Answer: A

Explanation:
Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust-based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards. References: Use first-party data for a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

NEW QUESTION 45
Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a "NO FILE FOUND" error message?
Choose 2 answers

A. Check if correct permissions are configured for the Data Cloud user.
B. Check if the Amazon S3 data source is enabled in Data Cloud Setup.
C. Check If the file exists in the specified bucket location.
D. Check if correct permissions are configured for the S3 user.

Answer: AC

Explanation:
A "NO FILE FOUND" error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:
? The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.
? The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly. References: Create Amazon S3 Data Stream in Data Cloud, How to Use the Amazon S3 Storage Connector in Data Cloud, Amazon S3 Connection

NEW QUESTION 48
Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand. Which capability best supports NTO's desire to separate its data by brand?

A. Data streams for each brand
B. Data model objects for each brand
C. Data spaces for each brand
D. Data sources for each brand

Answer: C

Explanation:
Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit1. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation2. For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands3. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand4. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand5. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand.
References: Data
Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION 49
Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud. What should NTO use to achieve this?

A. B2C Commerce Starter Bundles
B. Direct Sales Order entity ingestion
C. Direct Sales Product entity ingestion
D. B2C Commerce Starter Bundles plus a custom extract

Answer: D

Explanation:
The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:
? A. B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
? B. Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
? C. Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION 51
Which statement about Data Cloud's Web and Mobile Application Connector is true?

A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
B. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.
C. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
D. The connector schema can be updated to delete an existing field.

Answer: B

Explanation:
The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. References: Web and
Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION 56
During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

A. Data Cleansing
B. Harmonization
C. Data Consolidation
D. Identity Resolution

Answer: D

Explanation:
 Identity resolution is the feature that allows Data Cloud to match and reconcile data about individuals from multiple data sources into a single unified profile. Identity resolution uses rulesets to define how source profiles are matched and consolidated based on common attributes, such as name, email, phone, or party identifier. Identity resolution enables Data Cloud to create a 360-degree view of each customer across different data sources and systems12. The other options are not the best features to highlight for this customer need because:
? A. Data cleansing is the process of detecting and correcting errors or inconsistencies in data, such as duplicates, missing values, or invalid formats. Data cleansing can improve the quality and accuracy of data, but it does not match or reconcile data across different data sources3.
? B. Harmonization is the process of standardizing and transforming data from different sources into a common format and structure. Harmonization can enable data integration and interoperability, but it does not match or reconcile data across different data sources4.
? C. Data consolidation is the process of combining data from different sources into a single data set or system. Data consolidation can reduce data redundancy and complexity, but it does not match or reconcile data across different data sources5. References: 1: Data and Identity in Data Cloud | Salesforce Trailhead, 2: Data Cloud Identiy Resolution | Salesforce AI Research, 3: [Data Cleansing - Salesforce], 4: [Harmonization - Salesforce], 5: [Data Consolidation - Salesforce]

NEW QUESTION 61
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