Salesforce

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

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NEW QUESTION 1
How do the Data streams that use the Marketing Cloud Connector refresh data?

A. Manually refreshed by CDP Admin
B. Marketing Cloud??s Automation Studio handles this process.
C. APIs are used for refresh
D. None of the above

Answer: B

Explanation:
The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud??s Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. References: Marketing Cloud Connector

NEW QUESTION 2
Which three out-of-the-box connectors are available for Data Cloud?

A. Marketing Cloud
B. B2C Commerce
C. Slack Connector
D. Amazon S3
E. Amazon Redshift Connector

Answer: ABD

Explanation:
These three out-of-the-box connectors are available for Data Cloud. They allow you to ingest data from Marketing Cloud, B2C Commerce, or Amazon S3 into Data Cloud and map it to the Data Cloud data model. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_connectors.htm&type=5

NEW QUESTION 3
Which of the following are characteristics of Formulas? (Choose 2)

A. Simple logic on a row-based operation
B. Ease of use, self-service
C. Highly reusable content
D. Attribute updated regularly

Answer: AB

Explanation:
These are two characteristics of Formulas. Formulas are a feature that allows you to create custom fields in the data model using simple logic on a row-based operation. For example, you can use a formula to create a field that concatenates the first name and last name of an individual. Formulas are easy to use and self-service, meaning that you can create them without coding or complex queries. You can use formulas to enrich your data and create more meaningful segments and insights.
References: Formulas

NEW QUESTION 4
What does the Source Sequence reconciliation rule do in Identity Resolution?

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

Answer: A

Explanation:
The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile9. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

NEW QUESTION 5
Which two statements about Data Cloud's Web and Mobile App connector are true?

A. Any Data Streams associated with Web or Mobile connector app will be automaticallydeleted upon deleting the app from Data Cloud Setup
B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
D. Mobile and Web SDK schema can be updated to delete an existing field

Answer: BC

Explanation:
The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK. References:
https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5

NEW QUESTION 6
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 7
What is Data Cloud's primary value to customers?

A. A single source of truth for all anonymous data
B. A platform that can update all connected systems with a golden record in real-time
C. A platform that provides a unified view of a customer and their related data
D. A platform that can create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: C

Explanation:
Data Cloud??s primary value to customers is that it provides a platform that enables customers to create a unified view of a customer and their related data across different channels and systems, using the Customer 360 data model as the foundation. References: [Data Cloud Overview], [Customer 360 Data Model]

NEW QUESTION 8
What does the Ignore Empty Value option do in Identity Resolution?

A. Ignores Individual object records with empty fields when running Identity Resolution rules
B. Ignores empty fields when running any custom match rules
C. Ignores empty fields when running reconciliation rules
D. Ignores empty fields when running the standard match rules

Answer: C

Explanation:
The Ignore Empty Value option is a setting for reconciliation rules, which determine the logic for data selection in a unified profile7. If this option is enabled, empty fields are ignored when applying the reconciliation rule. For example, if the rule is to select the most frequent value, and one of the values is empty, it will not be counted as a frequency.

NEW QUESTION 9
Which two characteristics describe the Customer 360 data model?

A. A Conceptual Model
B. A Static Model
C. A Product Sold By Salesforce
D. A Canonical Model

Answer: AD

Explanation:
The Customer 360 data model is a conceptual model and a canonical model. A conceptual model is a high-level representation of the entities and relationships in a domain of interest, without specifying any implementation details. A canonical model is a common and consistent data model that can be used across different systems and applications. References: [Customer 360 Data Model Overview], [Conceptual Model], [Canonical Model]

NEW QUESTION 10
How many calculated insights can be created per tenant?

A. 5
B. 10
C. 50
D. 100

Answer: C

Explanation:
The maximum number of calculated insights that can be created per tenant is 50. A calculated insight is a metric that defines and calculates a multidimensional measure on your data. You can use calculated insights to create segments and analyze your data in Data Cloud. You can also use calculated insights to create dashboards and reports in Tableau CRM. References: Calculated Insights

NEW QUESTION 10

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 anythin
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 field2. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

NEW QUESTION 12
What are three benefits of Calculated Insights over Segmentation Operators?

A. Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage
B. Calculated Insights results can be refreshed near real time
C. Calculated Insights are better suited for single row based operation
D. Calculated Insights can query engagement data greater than 2 years
E. Calculated Insights are better suited for complex queries over multiple objects

Answer: ADE

Explanation:
Calculated Insights are predefined and calculated metrics that can help you build segments. Some of the benefits of Calculated Insights over Segmentation Operators are:
? Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage, which would require multiple steps and operators in segmentation.
? Calculated Insights can query engagement data greater than 2 years, while segmentation operators are limited to 2 years of engagement data.
? Calculated Insights are better suited for complex queries over multiple objects, such as joining data from different sources or aggregating data across different levels.

NEW QUESTION 13
An administrator is setting up a data stream with transactional data. What field type should the administrator choose to ensure that leading zeros in the purchase order number are preserved?

A. Number
B. Decimal
C. Text
D. Serial

Answer: C

Explanation:
The Text field type should be chosen to preserve leading zeros in the purchase order number, as this field type stores alphanumeric characters as strings. The Number and Decimal field types store numeric values as numbers, which would remove any leading zeros. The Serial field type is not a valid field type in Data Cloud. References: [Field Types]

NEW QUESTION 14
What is allowed when editing a Calculated Insight?

A. Removing existing measures
B. Adding new measures
C. Adding new dimensions
D. Removing existing dimensions

Answer: B

Explanation:
You can add new measures or dimensions to a Calculated Insight by selecting them from the available attributes list

NEW QUESTION 18
Which of the following functions returns the first value from a list that isn??t empty?

A. CONCAT
B. COALESCE
C. REPLACE
D. FIND

Answer: B

Explanation:
COALESCE is the function that returns the first value from a list that isn??t empty. It takes a list of values as arguments and returns the first non-empty value. For example, COALESCE(NULL, ????, ??Hello??, ??World??) returns ??Hello??. If all values are empty, it returns NULL. References: COALESCE

NEW QUESTION 21
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 25
Which three actions can be applied to a previously created segment?

A. Reactivate
B. Export
C. Delete
D. Copy
E. Inactivate

Answer: BCD

Explanation:
These three actions can be applied to a previously created segment. You can export a segment to a CSV file, delete a segment from Data Cloud, or copy a segment to create a duplicate segment with the same criteria. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_actions.htm&type=5

NEW QUESTION 30
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 31
A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

A. Manually import the file using the Data Import Wizard
B. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
C. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector
D. Import the file into Amazon S3 and ingest with the Cloud Storage Connector

Answer: CD

Explanation:
These two options are recommended ways to bring transactional data from a data warehouse into Data Cloud via a SFTP site. You can use the Cloud Storage Connector to ingest files from Google Cloud Storage or Amazon S3 buckets into Data Cloud. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage. htm&type=5 https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type= 5

NEW QUESTION 32
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 35
What is a DMO called if it inherits the name, shape, and semantics of the reference object?

A. Custom DMO
B. Standard DMO
C. Data Lake Object (DLO)
D. Data Source Object (DSO)

Answer: B

Explanation:
A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION 38
Which authentication type is supported for a Cloud File Storage activation target?

A. Using private key certificate
B. Using access and secret keys
C. Using encrypted username and password
D. Using JWT token

Answer: B

Explanation:
To create a Cloud File Storage activation target, you need to provide access and secret keys for authentication5. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

NEW QUESTION 43
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 46
What does it mean to build a trust-based, first-party data asset?

A. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud
B. Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
C. Obtain competitive data from reliable sources through interviews, surveys, and polls
D. Ensure opt-in consents are collected for all email marketing as required by law

Answer: B

Explanation:
This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way. References: https://www.salesforce.com/products/genie/overview/

NEW QUESTION 47
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