Salesforce

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

NEW QUESTION 1
An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

A. Amazon S3 Bucket
B. Personalization
C. Marketing Cloud
D. Salesforce CRM

Answer: C

Explanation:
 This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data sources or activation targets. The other platforms have higher or no limits for connections. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_limits.htm&type=5

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
Which type of measures with aggregate functions are supported?

A. Date
B. Text
C. Numeric
D. Boolean

Answer: C

Explanation:
 Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean 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 4
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 5
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 6
What can be customized in the Data Cloud canonical model?

A. Fields
B. Objects, Fields, and Relationships
C. Objects and Fields
D. Objects

Answer: B

Explanation:
 You can customize the Data Cloud canonical model by adding, editing, or deleting objects, fields, and relationships. You can also modify the properties, labels, and descriptions of these components. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_canonical_model.htm& type=5

NEW QUESTION 7
A segment fails to refresh with the error "Segment references too many Data Lake Objects (DLOs)". What are two remedies for this issue?

A. Space out the segment schedules to reduce Data Lake Object load
B. Refine segmentation criteria to limit up to 5 custom DMOs
C. Split the segment into smaller segments
D. Use Calculated Insights in order to reduce the complexity of the segmentation query

Answer: AC

Explanation:
 These two remedies can help resolve the error ??Segment references too many Data Lake Objects (DLOs)??. Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment. References: https://help.salesforce.com/s/articleView?

NEW QUESTION 8
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 9
How many Metrics can be present in 1 segment container?

A. 1
B. 5
C. 10
D. 100

Answer: A

Explanation:
 Only one metric can be present in one segment container. A segment container is a logical grouping of segments that share the same metric and granularity. A metric is a calculated insight that defines and calculates a multidimensional measure on your data. A granularity is the level of detail at which you want to analyze your data, such as daily, weekly, or monthly. You can create multiple segment containers with different metrics and granularities, but each segment container can only have one metric. References: Segment Containers

NEW QUESTION 10
Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

A. Individual
B. Global Account
C. Party
D. Membership

Answer: C

Explanation:

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5

NEW QUESTION 10
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 13
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&t ype=5

NEW QUESTION 16
When setting up the data source object or schema for data ingestion, what are the three data categories to select from?

A. Engagement Data
B. Event Data
C. Other Data
D. Order Data
E. Profile Data

Answer: ADE

Explanation:
These are the three data categories to select from when setting up the data source object or schema for data ingestion. Engagement data includes information about how customers interact with a brand or product, such as clicks, views, likes, etc. Order data includes information about transactions or purchases made by customers, such as order ID, amount, date, etc. Profile data includes information about customers?? attributes or preferences, such as name, email, gender, etc. References: [Data Categories]

NEW QUESTION 20
Which three Data Model objects do Reconciliation Rules operate across?

A. Individual
B. Party Identification
C. Contact Point Email
D. Contact
E. Lead

Answer: ABC

Explanation:
These are the three Data Model objects that Reconciliation Rules operate across. Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address. References: Identity Resolution Reconciliation Rules

NEW QUESTION 25
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 29
What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

A. Complete the Salesforce Data Cloud "Get Started" process
B. Connect to the Marketing Cloud Account Data Cloud is provisioned in
C. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
D. Connect to the Salesforce CRM org Data Cloud is provisioned in

Answer: D

Explanation:
This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model. References: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION 34
Which three objects are created as a result of Identity Resolution?

A. Unified Subscriber
B. Unified Data Model
C. Unified Contact Point
D. Unified Link
E. Unified Individual

Answer: CDE

Explanation:
Identity Resolution creates three types of objects8:
? Unified Individual: This object represents the unified profile of an individual, which contains attributes from multiple sources.
? Unified Contact Point: This object represents the unified contact information of an individual, such as email, phone, address, or app.
? Unified Link: This object represents the link between an Individual object and a Unified Individual object, or between a Contact Point object and a Unified Contact Point object.

NEW QUESTION 39
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. How should this use case be addressed in Data Cloud?

A. Nested segments
B. Flow orchestration
C. Streaming data transformations
D. Metrics on metrics

Answer: C

Explanation:
This feature can help Northern Trail Outfitters calculate each customer??s lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transf orm.htm&type=5

NEW QUESTION 44
A customer wants to create segments of users based on their Customer Lifetime Value. The source data that will be brought into the Data Cloud does not include that KPI. What process should be followed to achieve this outcome?

A. Map Data to Data Model > Create Calculated Insight > Use in Segmentation
B. Ingest Data > Map Data to Data Model > Create Calculated
C. Insight > Use in Segmentation
D. Ingest Data > Create Calculated Insight > Use in Segmentation
E. Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer: B

Explanation:
To create segments of users based on their Customer Lifetime Value, the customer needs to first ingest the source data into Data Cloud, then map the data to the Customer 360 data model, then create a calculated insight using the formula editor, and finally use the calculated insight in segmentation. References: [Data Ingestion], [Data Mapping], [Calculated Insights], [Segmentation]

NEW QUESTION 46
What are two benefits Data Cloud provides a company in relation to managing customer data?

A. Unified Identity Resolution
B. Data Harmonization

C. Data Governance
D. Data Marketplace

Answer: AB

Explanation:
 These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer. Data Harmonization allows a company
to standardize and enrich data from different sources and improve data quality and usability. References:
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm
&type=5 https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.ht m&type=5

NEW QUESTION 51
Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

A. Marketing Cloud Connect API
B. Email Studio Starter Data Bundle
C. Profile attributes are not yet supported
D. Automation Studio and Profile API

Answer: D

Explanation:
 This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to send them to Data Cloud. References:
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data
_foundation.htm&type=5

NEW QUESTION 55
Which data model subject area defines the revenue or quantity for an opportunity by product family?

A. Engagement
B. Product
C. Party
D. Sales Order

Answer: D

Explanation:
 The sales order subject area defines the revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type= 5

NEW QUESTION 56
When creating a segment on an individual, what is the result of using two separate containers linked by an AND: At Least 1 of GoodsProduct.Color Is Equal To 'red' AND At Least 1 of GoodsProduct.PrimaryProductCategory Is Equal To shoes'?

A. Individuals who purchased at least 1 of any red' product and also purchased at least 1 pair of shoes'
B. Individuals who purchased at least 1 'red shoes' as a single line item in a purchase
C. Individuals who purchased at least 1 'red shoes'. 1 of any red' item, or 1 of any 'shoes' item in a purchase
D. Individuals who made a purchase of at least 1 of only 'red shoes' and nothing else

Answer: A

Explanation:
 According to the Data Cloud documentation, when using two separate containers linked by an AND operator, the segment includes individuals who meet both conditions. In this case, the segment includes individuals who purchased at least one product with the color attribute equal to ??red??, and also purchased at least one product with
the primary product category attribute equal to ??shoes??. The products do not have to be the same or in the same order line item.

NEW QUESTION 58
What should an administrator do to pause a segment activation but with the intent of using that segment again?

A. Inactivate the segment
B. Delete the segment
C. Stop the Publish Schedule
D. Skip the Activation

Answer: C

Explanation:
 To pause a segment activation but with the intent of using that segment again, the administrator should stop the publish schedule for that segment. This will stop the segment from being refreshed and activated, but it will not delete or inactivate the segment. The administrator can resume the publish schedule at any time.

NEW QUESTION 61
What is the relationship between Individual and Contact Point Objects?

A. 1:1

B. 1: Many

C. Many: Many

D. None of the above

Answer: B

Explanation:

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual. References: Data Model Overview

NEW QUESTION 64
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