

Brain Data-Cloud-Consultant Exam - Pdf Data-Cloud-Consultant Pass Leader



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 2	• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 3	• Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.

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With the help of performance reports of Salesforce Certified Data Cloud Consultant (Data-Cloud-Consultant) Desktop practice exam software, you can gauge and improve your growth. You can also alter the duration and Salesforce Certified Data Cloud Consultant (Data-Cloud-Consultant) questions numbers in your practice tests. Questions of this Salesforce Certified Data Cloud Consultant (Data-Cloud-Consultant) mock test closely resemble the format of the actual test. As a result, it gives you a feeling of taking the actual test.

Salesforce Certified Data Cloud Consultant Sample Questions (Q117-Q122):

NEW QUESTION # 117

How does Data Cloud ensure data privacy and security?

- **A. By encrypting data at rest and in transit**
- B. BY limiting data access to authorized admins
- C. By enforcing and controlling consent references
- D. By securely storing data in an offsite server

Answer: A

NEW QUESTION # 118

What is the primary purpose of Data Cloud?

- **A. Integrating and unifying customer data**
- B. Analyzing marketing data results
- C. Managing sales cycles and opportunities
- D. Providing a golden record of a customer

Answer: A

Explanation:

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference: Salesforce Data Cloud Overview

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Reference: Salesforce Data Cloud Benefits Documentation

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Reference: Salesforce Data Integration and Unification Guide

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

Reference: Salesforce Unified Customer Profile Case Studies

NEW QUESTION # 119

A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?

Choose 2 answers

- **A. Identity resolution rulesets**
- **B. Data model objects**
- C. Calculated insights

- D. Segments

Answer: A,B

Explanation:

Explanation

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:

* Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments¹.

* Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution². References:

* 1: Data Model Objects in Data Cloud

* 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 120

A company wants to test its marketing campaigns with different target populations.

What should the consultant adjust in the Segment Canvas interface to get different populations?

- A. Population filters and direct attributes
- B. Segmentation filters, direct attributions, and data sources
- C. Direct attributes and related attributes
- **D. Direct attributes, related attributes, and population filters**

Answer: D

Explanation:

* Segmentation in Salesforce Data Cloud:

The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

Reference:

* Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

* Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

* Practical Application:

Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

NEW QUESTION # 121

Cumulus Financial segregates its sales CRM data based on Region for its Data Cloud users. Multiple data spaces are configured: a default space and two additional spaces tailored for EMEA and APAC regions.

EME A sales reps who need temporary access to visualize data for both regions say that they cannot visualize APAC data. APAC sales reps can visualize the corresponding segmented data.

Which statement describes the cause of this issue?

- A. The APAC data space is not associated with any permission set.
- B. The EMEA sales reps have not been assigned to the profile associated with the APAC data space.
- **C. The EMEA sales reps have not been assigned to the permission set associated with the APAC data space.**
- D. The APAC data space is not associated with any profile.

Answer: C

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