

Test Salesforce-Data-Cloud Collection - Exam Salesforce-Data-Cloud Fee



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>> Test Salesforce-Data-Cloud Collection <<

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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q164-Q169):

NEW QUESTION # 164

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

- A. Data Harmonization
- B. Unified Identity Resolution
- C. Data Governance
- D. Data Marketplace

Answer: A,B

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=5https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htm&type=5

NEW QUESTION # 165

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email. What should NTO do to ensure the best email address is activated?

- A. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.
- **B. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.**
- C. Set the default reconciliation rule to Last Updated.
- D. Include Contact Point Email object Is Active field as a match rule.

Answer: B

Explanation:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

NEW QUESTION # 166

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

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

Answer: C

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 # 167

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. Automation Studio and Profile API**
- C. Profile attributes are not yet supported
- D. Email Studio Starter Data Bundle

Answer: B

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. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION # 168

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and create formula fields in the Contact data stream on the phonenumber, and then map to the Contact Point Phone data map object.
- **B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.**
- C. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
- D. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.

Answer: B

Explanation:

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point.

This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

NEW QUESTION # 169

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