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### Salesforce Certified Data Cloud Consultant Sample Questions (Q67-Q72):

#### NEW QUESTION # 67

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 a JWT Token generated on S3.
- **C. Use an S3 Access Key and Secret Key.**
- D. Use an S3 Encrypted Username and Password.

**Answer: C**

#### NEW QUESTION # 68

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage

activation. The company also wants to analyze individuals who have been in the segment within the last 2 years. Which Data Cloud component allows for this?

- A. Segment exclusion
- B. Calculated insights
- C. Nested segments
- D. Segment membership data model object

**Answer: D**

Explanation:

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

#### NEW QUESTION # 69

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

**Answer: A**

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 # 70

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

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

**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 # 71

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

**Answer: C**

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 # 72

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