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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Hard-code the campaign identifier as a new attribute in the campaign activation
- B. Include campaign identifier into the segment name
- C. **Include campaign identifier into the filename specification**
- D. Include campaign identifier into the activation name

Answer: C

Explanation:
Explanation

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION # 49

Which data stream category type should be assigned in order to use the dataset for date and time-based operations in segmentation and calculated insights?

- A. Profile
- B. Sales Order
- **C. Engagement**
- D. Individual

Answer: C

Explanation:

To use a dataset for date and time-based operations in segmentation and calculated insights, the data stream category type should be assigned as Engagement . Here's why:

Understanding the Requirement

The goal is to perform date and time-based operations (e.g., filtering customers based on specific dates or times) in segmentation and calculated insights.

This requires a data stream category that captures customer interactions or activities over time.

Why Engagement?

Engagement Data Streams :

Engagement data streams are designed to capture customer interactions, such as website visits, email opens, purchases, or other time-based activities.

These streams inherently include timestamps, making them ideal for date and time-based operations.

Use in Segmentation and Calculated Insights :

Segmentation often involves filtering customers based on their engagement behavior (e.g., "customers who visited the website in the last 7 days").

Calculated insights leverage engagement data to derive metrics like recency, frequency, and trends over time.

Other Categories Are Less Suitable :

Individual : Focuses on demographic or static attributes (e.g., name, age) rather than time-based interactions.

Sales Order : Captures transactional data but is not optimized for general engagement-based operations.

Profile : Represents unified customer profiles and does not directly support date and time-based operations.

Steps to Implement This Solution

Step 1: Assign the Correct Category

When setting up the data stream, assign the Engagement category to ensure it is optimized for time-based operations.

Step 2: Map Date-Time Fields

Ensure that relevant fields (e.g., interaction timestamps) are mapped correctly during ingestion.

Step 3: Use in Segmentation and Insights

Leverage the ingested engagement data for segmentation (e.g., "customers who engaged in the last 24 hours") and calculated insights (e.g., "average time between interactions").

Conclusion

The Engagement category is specifically designed for capturing time-based interactions, making it the best choice for datasets used in date and time-based operations in segmentation and calculated insights.

NEW QUESTION # 50

A user has built a segment in Data Cloud and is in the process of creating an activation. When selecting related attributes, they cannot find a specific set of attributes they know to be related to the individual.

Which statement explains why these attributes are not available?

- A. Activations can only include 1-to-1 attributes.
- B. The attributes are being used in another activation.
- **C. The desired attributes reside on different related paths.**
- D. The segment is not segmenting on profile data.

Answer: C

Explanation:

The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity.

However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one- to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes. References:

Related Attributes in Activation

Considerations for Selecting Related Attributes

Salesforce Launches: Data Cloud Consultant Certification

Create a Segment in Data Cloud

NEW QUESTION # 51

What is the result of a segmentation criteria filtering on City | Is Equal To I 'San Jose?

- A. Cities only containing 'San Jose' or 'san jose'
- B. Cities only containing 'San Jose' or 'san jose'
- C. Cities containing 'San Jose', 'San Jose', 'san jose', or 'san jose'
- D. Cities only containing 'San Jose' or 'San Jose'

Answer: B

Explanation:

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | 'San Jose' will include cities that contain either 'San Jose' or 'san jose'.

NEW QUESTION # 52

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

- A. Calculated insight and segment
- B. Streaming insight and segment
- C. Streaming insight and data action
- D. Calculated insight and data action

Answer: A

Explanation:

Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Reference: Salesforce Data Cloud Use Case Documentation

Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

Reference: Salesforce Calculated Insights and Segmentation Guide

Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

Reference: Salesforce Calculated Insights Tutorial and Segment Creation Guide Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

Reference: Salesforce High-Value Customer Segmentation Case Study

NEW QUESTION # 53

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