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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.
Topic 2	<ul style="list-style-type: none">Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 3	<ul style="list-style-type: none">Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 4	<ul style="list-style-type: none">Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q74-Q79):

NEW QUESTION # 74

Cloud Kicks wants to be able to build a segment of customers who have visited its website within the previous 7 days. Which filter operator on the Engagement Date field fits this use case?

- A. Last Number of Days

- B. Greater than Last Number of
- C. Is Between
- D. Next Number of Days

Answer: A

Explanation:

The filter operator Last Number of Days allows you to filter on date fields using a relative date range that specifies the number of days before today. For example, you can use this operator to filter on customers who have visited your website in the last 7 days, or the last 30 days, or any number of days you want. This operator is useful for creating dynamic segments that update automatically based on the current date¹². References:

Relative Date Filter Reference

Create Filtered Segments

NEW QUESTION # 75

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. Calculated insights
- B. Segments
- C. Identity resolution rulesets
- D. Data model objects

Answer: C,D

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 # 76

A customer has a requirement to receive a notification whenever an activation fails for a particular segment.

Which feature should the consultant use to solution for this use case?

- A. Activation alert
- B. Flow
- C. Dashboard
- D. Report

Answer: A

Explanation:

The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. References: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

NEW QUESTION # 77

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and

reconcile data about individuals into a single unified profile?

- A. Harmonization
- B. Data Cleansing
- **C. Identity Resolution**
- D. Data Consolidation

Answer: C

Explanation:

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints.

References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION # 78

A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally identifiable information (PII).

How should the fields be mapped to support identity resolution?

- A. Create a new custom object with fields that directly match the incoming table.
- B. Map all fields to the Individual object, adding a custom field for the email address.
- **C. Map name to the Individual object and email address to the Contact Phone Email object.**
- D. Map all fields to the Customer object.

Answer: C

Explanation:

To support identity resolution in Data Cloud, the fields from the Master Customer table should be mapped to the standard data model objects that are designed for this purpose. The Individual object is used to store the name and other personally identifiable information (PII) of a customer, while the Contact Phone Email object is used to store the primary email address and other contact information of a customer. These objects are linked by a relationship field that indicates the contact information belongs to the individual. By mapping the fields to these objects, Data Cloud can use the identity resolution rules to match and reconcile the profiles from different sources based on the name and email address fields. The other options are not recommended because they either create a new custom object that is not part of the standard data model, or map all fields to the Customer object that is not intended for identity resolution, or map all fields to the Individual object that does not have a standard email address field. References: Data Modeling Requirements for Identity Resolution, Create Unified Individual Profiles

NEW QUESTION # 79

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