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## Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q80-Q85):

### NEW QUESTION # 80

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Membership
- B. Global Account
- C. Individual
- **D. Party**

**Answer: D**

Explanation:

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership. References:  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_party.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5)

#### NEW QUESTION # 81

A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number. To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats. What is the most efficient way to guarantee that the various phone number formats are standardized?

- A. Create a formula field to standardize the format.
- B. Create a calculated insight after ingestion.
- C. Edit and update the data in the source system prior to sending to Data Cloud.
- **D. Assign the PhoneNumber field type when creating the data stream.**

**Answer: D**

Explanation:

The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns.

The other options are either more time-consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

#### NEW QUESTION # 82

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 filename specification**
- C. Include campaign identifier into the activation name
- D. Include campaign identifier into the segment name

**Answer: B**

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=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

#### NEW QUESTION # 83

A consultant wants to confirm the Identity resolution they just set up. Which two features can the consultant use to validate the data on a unified profile?

Choose 2 answers

- A. Identity Resolution
- B. Data Actions
- **C. Query API**
- **D. Data Explorer**

**Answer: C,D**

Explanation:

To validate the data on a unified profile after setting up identity resolution, the consultant can use Data Explorer and the Query API .

Here's why:

Understanding Identity Resolution Validation

Identity resolution combines data from multiple sources into a unified profile.

Validating the unified profile ensures that the resolution process is working correctly and that the data is accurate.

Why Data Explorer and Query API?

Data Explorer :

Data Explorer is a built-in tool in Salesforce Data Cloud that allows users to view and analyze unified profiles.

It provides a detailed view of individual profiles, including resolved identities and associated attributes.

Query API :

The Query API enables programmatic access to unified profiles and related data.

Consultants can use the API to query specific profiles and validate the results of identity resolution programmatically.

Other Options Are Less Suitable :

A). Identity Resolution : This refers to the process itself, not a tool for validation.

B). Data Actions : Data actions are used to trigger workflows or integrations, not for validating unified profiles.

Steps to Validate Unified Profiles

Using Data Explorer :

Navigate to Data Cloud > Data Explorer .

Search for a specific profile and review its resolved identities and attributes.

Verify that the data aligns with expectations based on the identity resolution rules.

Using Query API :

Use the Query API to retrieve unified profiles programmatically.

Compare the results with expected outcomes to confirm accuracy.

Conclusion

The consultant should use Data Explorer and the Query API to validate the data on unified profiles, ensuring that identity resolution is functioning as intended.

#### NEW QUESTION # 84

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.

What are two of the available datasets in Marketing Cloud Starter Data Bundles?

Choose 2 answers

- A. Loyalty Management
- B. Personalization
- C. MobileConnect
- D. MobilePush

**Answer: C,D**

Explanation:

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud<sup>1</sup>. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush<sup>2</sup>. These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications<sup>2</sup>. By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys<sup>1</sup>. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience<sup>3</sup>. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers<sup>4</sup>. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

#### NEW QUESTION # 85

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