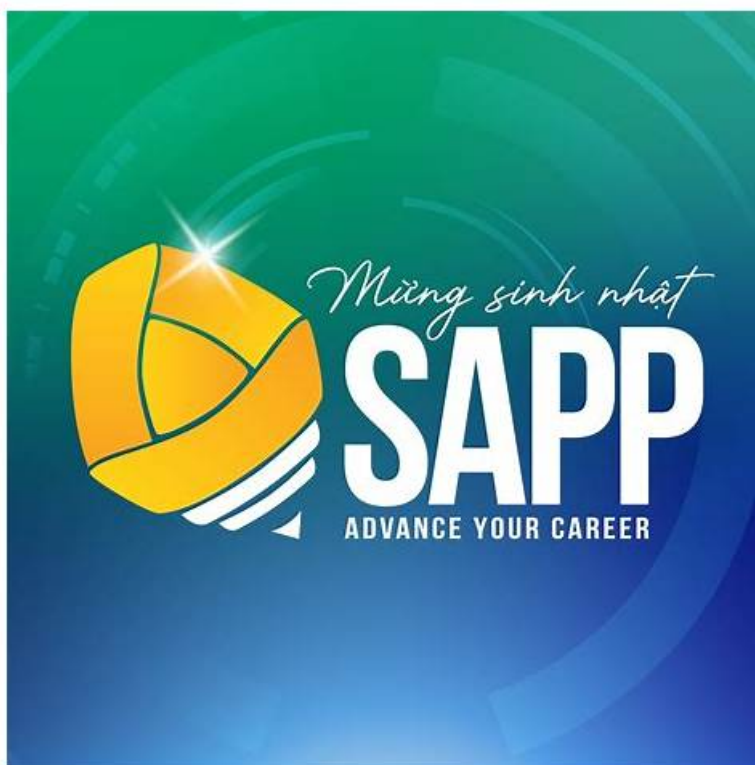


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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 2	<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 3	<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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q114-Q119):

NEW QUESTION # 114

A financial services firm specializing in wealth management contacts a Data Cloud consultant with an identity resolution request. The company wants to enhance its strategy to better manage individual client profiles within family portfolios.

Family members often share addresses and sometimes phone numbers but have distinct investment preferences and financial goals. The firm aims to avoid blending individual family profiles into a single entity to maintain personalized service and accurate financial advice.

Which identity resolution strategy should the consultant put in place?

- A. Configure a single match rule with a single connected contact point based on address.
- B. Use multiple contact points without individual attributes in the match rules.
- C. Configure a single match rule based on a custom identifier.
- **D. Use a more restrictive design approach to ensure the match rules perform as desired.**

Answer: D

Explanation:

To manage individual client profiles within family portfolios while avoiding blending profiles, the consultant should recommend a more restrictive design approach for identity resolution. Here's why:

Understanding the Requirement

The financial services firm wants to maintain distinct profiles for individual family members despite shared contact points (e.g., address, phone number).

The goal is to avoid blending profiles to ensure personalized service and accurate financial advice.

Why a Restrictive Design Approach?

Avoiding Over-Matching :

A restrictive design approach ensures that match rules are narrowly defined to prevent over-matching (e.g., merging profiles based solely on shared addresses or phone numbers).

This preserves the uniqueness of individual profiles while still allowing for some shared attributes.

Custom Match Rules :

The consultant can configure custom match rules that prioritize unique identifiers (e.g., email, social security number) over shared contact points.

This ensures that family members with shared addresses or phone numbers remain distinct.

Other Options Are Less Suitable :

A). Configure a single match rule with a single connected contact point based on address : This would likely result in over-matching and blending profiles, which is undesirable.

B). Use multiple contact points without individual attributes in the match rules : This approach lacks the precision needed to maintain distinct profiles.

D). Configure a single match rule based on a custom identifier : While custom identifiers are useful, relying on a single rule may not account for all scenarios and could lead to over-matching.

Steps to Implement the Solution

Step 1: Analyze Shared Attributes

Identify shared attributes (e.g., address, phone number) and unique attributes (e.g., email, social security number).

Step 2: Define Restrictive Match Rules

Configure match rules that prioritize unique attributes and minimize reliance on shared contact points.

Step 3: Test Identity Resolution

Test the match rules to ensure that individual profiles are preserved while still allowing for some shared attributes.

Step 4: Monitor and Refine

Continuously monitor the results and refine the match rules as needed to achieve the desired outcome.

Conclusion

A more restrictive design approach ensures that match rules perform as desired, preserving the uniqueness of individual profiles while accommodating shared attributes within family portfolios.

NEW QUESTION # 115

Which statement is true related to batch ingestions from Salesforce CRM?

- A. When a column is added or removed, the CRM connector performs a full refresh.
- B. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.
- C. The CRM connector's synchronization times can be customized to up to 15-minute intervals.
- D. The CRM connector performs an incremental refresh when 600K or more deletion records are detected.

Answer: A

Explanation:

The question asks which statement is true about batch ingestions from Salesforce CRM into Salesforce Data Cloud. Batch ingestion refers to the process of periodically syncing data from Salesforce CRM (e.g., Accounts, Contacts, Opportunities) into Data Cloud. The focus is on how the CRM connector handles changes in data structure (e.g., adding or removing columns) and synchronization behavior.

Why A is Correct: "When a column is added or removed, the CRM connector performs a full refresh." Behavior of the CRM Connector :

The Salesforce CRM connector automatically detects schema changes, such as when a field (column) is added or removed in the source CRM object.

When such changes occur, the CRM connector triggers a full refresh of the data for that object. This ensures that the data model in Data Cloud aligns with the updated schema in Salesforce CRM.

Why a Full Refresh is Necessary :

A full refresh ensures that all records are re-ingested with the updated schema, avoiding inconsistencies or missing data caused by incremental updates.

Incremental updates only capture changes (e.g., new or modified records), so they cannot handle schema changes effectively.

Other Options Are Incorrect :

B). The CRM connector performs an incremental refresh when 600K or more deletion records are detected :

This is incorrect because the CRM connector does not switch to incremental refresh based on the number of deletion records. It always performs incremental updates unless a schema change triggers a full refresh.

C). The CRM connector's synchronization times can be customized to up to 15-minute intervals : While synchronization schedules can be customized, the minimum interval is typically 1 hour , not 15 minutes.

D). CRM data cannot be manually refreshed and must wait for the next scheduled synchronization : This is incorrect because users can manually trigger a refresh of CRM data in Data Cloud if needed.

Steps to Understand CRM Connector Behavior

Step 1: Schema Changes Trigger Full Refresh

If a field is added or removed in Salesforce CRM, the CRM connector detects this change and initiates a full refresh of the corresponding object in Data Cloud.

Step 2: Incremental Updates for Regular Syncs

For regular synchronization, the CRM connector performs incremental updates, capturing only new or modified records since the last sync.

Step 3: Manual Refresh Option

Users can manually trigger a refresh in Data Cloud if immediate synchronization is required, bypassing the scheduled sync.

Step 4: Monitor Synchronization Logs

Use the Data Cloud Monitoring tools to track synchronization status, including full refreshes and incremental updates.

Conclusion

The statement "When a column is added or removed, the CRM connector performs a full refresh" is true. This behavior ensures that the data model in Data Cloud remains consistent with the schema in Salesforce CRM, avoiding potential data integrity issues.

NEW QUESTION # 116

What does the Source Sequence reconciliation rule do in identity resolution?

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

Answer: A

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 # 117

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value {LTV} but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.

What should a consultant use to address this use case in Data Cloud?

- A. Nested segments
- B. Flow Orchestration
- C. Streaming data transform
- **D. Metrics on metrics**

Answer: D

Explanation:

Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition. References: Metrics on Metrics, Create Metrics on Metrics

NEW QUESTION # 118

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.

Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers

- A. Data Marketplace
- **B. Unified Profiles**
- C. Master Data Management
- **D. Data Harmonization**

Answer: B,D

Explanation:

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data1. Two functional areas that the consultant should highlight in relation to managing customer data are:

Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data1. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID1. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data.

Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. References:

Salesforce Data Cloud

[Data Harmonization for Data Cloud]

[Unified Profiles for Data Cloud]

[What is Master Data Management?]

[Integrate Data Cloud with Master Data Management]

[Data Marketplace for Data Cloud]

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