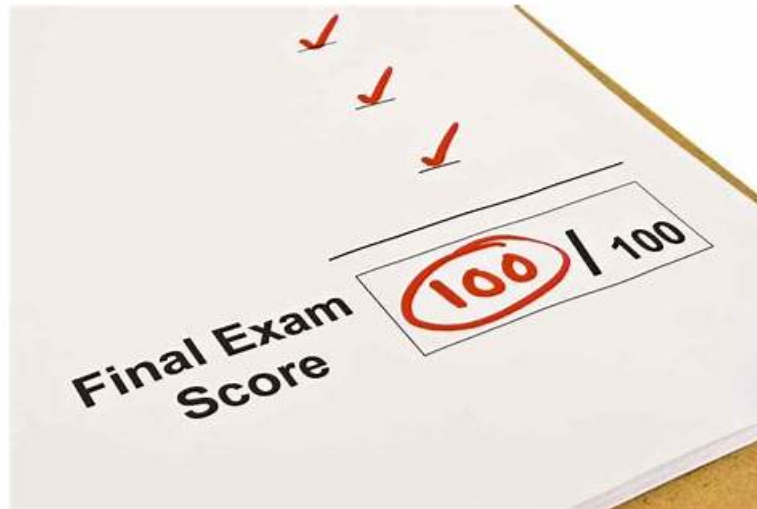# Data-Con-101 Practice Exam Pdf, High Data-Con-101 Passing Score

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Salesforce Certified Data Cloud Consultant Sample Questions (Q85-Q90):

NEW QUESTION # 85
A company wants to test its marketing campaigns with different target populations.
What should the consultant adjust in the Segment Canvas interface to get different populations?

- A. Population filters and direct attributes
- B. Segmentation filters, direct attributions, and data sources
- C. Direct attributes and related attributes
- D. Direct attributes, related attributes, and population filters

Answer: D

Explanation:
Segmentation in Salesforce Data Cloud:
The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.
Reference: Salesforce Segment Canvas Documentation

Elements for Adjusting Target Populations:
Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).
Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).
Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).
Reference: Salesforce Segmentation Guide
Steps to Adjust Populations in Segment Canvas:
Direct Attributes: Select attributes that directly describe the target population.
Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.
Population Filters: Apply filters to refine and target specific subsets of the population.
Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.
Reference: Salesforce Segment Canvas Tutorial
Practical Application:
Navigate to the Segment Canvas.
Adjust direct attributes and related attributes based on campaign goals.
Apply population filters to fine-tune the target audience.
Reference: Salesforce Marketing Cloud Segmentation Best Practices

NEW QUESTION # 86
Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last
30 days.
In which sequence should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Identity Resolution > Refresh Data Stream > Calculated Insight
- B. Refresh Data Stream > Calculated Insight > Identity Resolution
- C. Refresh Data Stream > Identity Resolution > Calculated Insight
- D. Calculated Insight > Refresh Data Stream > Identity Resolution

Answer: C

Explanation:
To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:
Understanding the Requirement
Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.
A calculated insight is created to show the total spend per customer in the last 30 days.
The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.
Why This Sequence?
Step 1: Refresh Data Stream
Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.
This ensures that the most up-to-date customer data is available in Data Cloud.
Step 2: Identity Resolution
After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.
This step ensures that customer data is consolidated and ready for analysis.
Step 3: Calculated Insight
Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.
This ensures that the insight is based on the latest and most accurate data.
Other Options Are Incorrect :
B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.
C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.
D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.
Conclusion
The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

NEW QUESTION # 87

A company stores customer data in Marketing Cloud and uses the Marketing Cloud Connector to ingest data into Data Cloud.
Where does a request for data deletion or right to be forgotten get submitted?

- A. through Consent API
- B. In Marketing Cloud settings
- C. On the individual data profile in Data Cloud
- D. In Data Cloud settings

Answer: A

NEW QUESTION # 88

A consultant at Northern Trail Outfitters is implementing Data Cloud and creating an activation target for their segment.
For activation membership, which object should the consultant choose?

- A. Data Segmentation Object
- B. Data Model Object
- C. Data Activation Object
- D. Data Lake Object

Answer: A

Explanation:
In Salesforce Data Cloud, activation membership refers to the individuals or records that qualify for a specific segment and are eligible to be activated (e.g., sent to external systems like Marketing Cloud). Here's the breakdown:
Data Segmentation Object (Option C):
Segments in Data Cloud are stored as Data Segmentation Objects, which include metadata about the segment (e.g., logic, filters) and its membership (the records/individuals that meet the criteria).
When configuring an activation target, you select the segment (and its membership) stored in the Data Segmentation Object to send to downstream systems.
Salesforce's official documentation confirms that segments and their memberships are managed through the Data Segmentation Object (Source: Salesforce Data Cloud Implementation Guide, "Segmentation and Activation").
Why Other Options Are Incorrect:
Data Model Object (A): Represents the structured data model (e.g., standard or custom objects like Individual or Account) but does not store segment membership.
Data Activation Object (B): A distractor; no such standard object exists in Data Cloud. Activation is a process that uses the Data Segmentation Object.
Data Lake Object (D): Stores raw, unprocessed data ingested into Data Cloud and is not directly used for activation.
Conclusion: For activation membership, the consultant must select the Data Segmentation Object to reference the segment's qualified members.

NEW QUESTION # 89

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

Answer: D

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

NEW QUESTION # 90
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