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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.</li></ul>

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## Salesforce Certified Data Cloud Consultant Sample Questions (Q71-Q76):

### NEW QUESTION # 71

Which consideration related to the way Data Cloud ingests CRM data is true?

- A. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
- B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.
- C. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization,
- D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

**Answer: D**

Explanation:

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to-date and accurate CRM data for segmentation and activation1.

The other options are incorrect for the following reasons:

A). CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page2. This option is false.

B). The CRM Connector's synchronization times can be customized to up to 60-minute intervals, not 15- minute intervals3. This option is false.

C). Formula fields are not refreshed at regular sync intervals, but only at the next full refresh4. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered. This option is false.

1: Connect and Ingest Data in Data Cloud article on Salesforce Help

2: Data Sources in Data Cloud unit on Trailhead

3: Data Cloud for Admins module on Trailhead

4: [Formula Fields in Data Cloud] unit on Trailhead

[Data Streams in Data Cloud] unit on Trailhead

### NEW QUESTION # 72

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

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

**Answer: C**

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. Reference: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution, Reconciliation Rules

### NEW QUESTION # 73

A consultant is working in a customer's Data Cloud org and is asked to delete the existing identity resolution ruleset.

Which two impacts should the consultant communicate as a result of this action?

Choose 2 answers

- A. Dependencies on data model objects will be removed.
- B. All individual data will be removed.
- C. All source profile data will be removed

- D. Unified customer data associated with this ruleset will be removed.

**Answer: A,D**

Explanation:

Deleting an identity resolution ruleset has two major impacts that the consultant should communicate to the customer. First, it will permanently remove all unified customer data that was created by the ruleset, meaning that the unified profiles and their attributes will no longer be available in Data Cloud1. Second, it will eliminate dependencies on data model objects that were used by the ruleset, meaning that the data model objects can be modified or deleted without affecting the ruleset1. These impacts can have significant consequences for the customer's data quality, segmentation, activation, and analytics, so the consultant should advise the customer to carefully consider the implications of deleting a ruleset before proceeding. The other options are incorrect because they are not impacts of deleting a ruleset. Option A is incorrect because deleting a ruleset will not remove all individual data, but only the unified customer data. The individual data from the source systems will still be available in Data Cloud1. Option D is incorrect because deleting a ruleset will not remove all source profile data, but only the unified customer data. The source profile data from the data streams will still be available in Data Cloud1. Reference: Delete an Identity Resolution Ruleset

#### NEW QUESTION # 74

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create a High Investment Balance calculated insight.
- B. **Create new segments using nested segments.**
- C. Create new segments by cloning High Investment Balance Customers.
- D. Package High Investment Balance Customers in a data kit.

**Answer: B**

Explanation:

Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:

B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.

C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.

It is not a feature for creating segments, but rather for sharing components.

D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

#### NEW QUESTION # 75

A consultant wants to make sure address details from customer orders are selected as best to save to the unified profile.

What should the consultant do to achieve this?

- A. Change the default reconciliation rules for Individual to Source Priority.
- B. Use the default reconciliation rules for Contact Point Address.
- C. **Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Order DMO to the top.**
- D. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Individual DMO to the bottom.

**Answer: C**

Explanation:

Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources.

Reconciliation Rules: These rules determine which data source is considered the "best" when conflicting data is encountered.

Changing reconciliation rules allows prioritizing specific sources.

Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes.

Process:

Step 1: Access the Data Cloud settings for reconciliation rules.

Step 2: Select the Contact Point Address details.

Step 3: Change the reconciliation rules for address attributes to "Source Priority." Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.

Benefits:

Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.

Relevance: Gives priority to the most relevant and frequently updated source (customer orders).

References:

Salesforce Data Cloud Reconciliation Rules

Salesforce Unified Customer Profile

## NEW QUESTION # 76

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