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Salesforce Certified Data Cloud Consultant Sample Questions (Q20-Q25):

NEW QUESTION # 20

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

Answer: B

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 # 21

A company is seeking advice from a consultant on how to address the challenge of having multiple leads and contacts in Salesforce that share the same email address. The consultant wants to provide a detailed and comprehensive explanation on how Data Cloud can be leveraged to effectively solve this issue.

What should the consultant highlight to address this company's business challenge?

- A. Calculated Insights
- **B. Identity Resolution**
- C. Data Bundles
- D. Identity Resolution

Answer: B

Explanation:

Issue Overview: When multiple leads and contacts share the same email address in Salesforce, it can lead to data duplication, inaccurate customer views, and inefficient marketing and sales efforts.

Data Cloud Identity Resolution: Salesforce Data Cloud offers Identity Resolution as a powerful tool to address this issue. It helps in merging and unifying data from multiple sources to create a single, comprehensive customer profile.

Process:

Data Ingestion: Import lead and contact data into Salesforce Data Cloud.

Identity Resolution Rules: Configure Identity Resolution rules to match and merge records based on key identifiers like email addresses.

Unification: The tool consolidates records that share the same email address, eliminating duplicates and ensuring a single view of each customer.

Continuous Updates: As new data comes in, Identity Resolution continuously updates and maintains the unified profiles.

Benefits:

Accurate Customer View: Reduces duplicate records and provides a complete view of each customer's interactions and history.

Improved Efficiency: Streamlines marketing and sales efforts by targeting a unified customer profile.

References:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Identity Resolution Overview

NEW QUESTION # 22

What should a user do to pause a segment activation with the intent of using that segment again?

- **A. Deactivate the segment.**
- B. Delete the segment.
- C. Stop the publish schedule.
- D. Skip the activation.

Answer: A

Explanation:

The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time¹. This option allows the user to pause a segment activation with the intent of using that segment again.

The other options are incorrect for the following reasons:

B). Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone². This option does not allow the user to use the segment again.

C). Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles³. This option does not pause the segment activation indefinitely.

D). Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment⁴. This option does not pause the segment activation completely.

1: Deactivated Segment article on Salesforce Help

2: Delete a Segment article on Salesforce Help

3: Skip an Activation article on Salesforce Help

4: Stop a Publish Schedule article on Salesforce Help

NEW QUESTION # 23

A consultant at Northern Trail Outfitters is attempting to ingest a field from the Contact object in Salesforce CRM that contains both yyyy-mm-dd and yyyy-mm-dd hh:mm:ss values. The target field is set to Date datatype.

Which statement is true in this situation?

- A. The target field will be able to hold both types of values.
- B. The target field will throw an error and store null values.
- C. The target field will only hold the time part and ignore the date part.
- D. The target field will only hold the date part and ignore the time part.

Answer: D

Explanation:

Field Data Types: Salesforce CRM's Contact object fields can store data in various formats. When ingesting data into Salesforce Data Cloud, the target field's data type determines how the data is processed and stored.

Date Data Type: If the target field in Data Cloud is set to Date data type, it is designed to store date values without time information.

Mixed Format Values: When ingesting a field containing both date (yyyy-mm-dd) and datetime (yyyy-mm- dd hh:mm:ss) values into a Date data type field:

The Date field will extract and store only the date part (yyyy-mm-dd), ignoring the time part (hh:mm:ss).

Result:

Date Values: yyyy-mm-dd values are stored as-is.

Datetime Values: yyyy-mm-dd hh:mm:ss values are truncated to yyyy-mm-dd, and the time component is ignored.

References:

[Salesforce Data Cloud Field Mapping](#)

[Salesforce Data Types](#)

NEW QUESTION # 24

A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.

Which two areas should the consultant review to help troubleshoot this issue?

Choose 2 answers

- A. The correct path is selected for the related attributes.
- B. The activations are referencing segments that segment on profile data rather than engagement data.
- C. The related engagement events occurred within the last 90 days.
- D. The activated profiles have a Unified Contact Point.

Answer: A,C

Explanation:

Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens,

clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:

For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.

The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters.

The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

NEW QUESTION # 25

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