

Salesforce Salesforce-Data-Cloud Latest Braindumps Questions - Salesforce-Data-Cloud Certification Test Answers



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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q85-Q90):

NEW QUESTION # 85

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores empty fields when running any custom match rules
- B. Ignores empty fields when running the standard match rules

- C. Ignores empty fields when running reconciliation rules
- D. Ignores Individual object records with empty fields when running identity resolution rules

Answer: C

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

Data Cloud Identity Resolution Reconciliation Rule Input

Configure Identity Resolution Rulesets

Data and Identity in Data Cloud

NEW QUESTION # 86

How does an administrator increase the consolidation rate for Identity Resolution?

- A. Change all reconciliation rules to Source Sequence
- B. Add more matching rules to broaden the search for matches
- C. Change the Ignore Empty Value option
- D. Reduce the number of matching rules

Answer: D

Explanation:

Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate. References: Identity Resolution Match Rules

NEW QUESTION # 87

A customer has a calculated insight about lifetime value.

What does the consultant need to be aware of if the calculated insight needs to be modified?

- A. New measures can be added.
- B. New dimensions can be added.
- C. Existing dimensions can be removed.
- D. Existing measures can be removed.

Answer: B

Explanation:

A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight:

Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data.

Therefore, the correct answer is B.

New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field

for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.

Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.

New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION # 88

A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud. It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.

How should a consultant fulfill this requirement within Data Cloud?

- A. Create one batch data transform per data stream.
- B. Use formula fields when ingesting at the data stream level.
- C. Create a streaming insight with a data action.
- **D. Create one batch data transform that creates a new DLO.**

Answer: D

Explanation:

To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:

Understanding the Problem: The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket," "shoes," "SHOES") and the presence of null values need to be addressed before activation.

Why Batch Data Transform?

A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets. By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.

Steps to Implement This Solution :

Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.

Step 2: Create a new batch data transform by selecting the relevant data stream as the source.

Step 3: Use transformation functions to normalize the product names:

Apply the PROPER() function to convert all product names to proper case.

Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").

Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored separately from the original dataset.

Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.

Why Not Other Options?

A). Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.

B). Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement.

Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.

C). Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple transforms, a single batch transform can handle all the required changes and output a unified, clean dataset.

By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.

NEW QUESTION # 89

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years

and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Dashboard
- B. Report
- C. Segment
- D. Calculated Insight

Answer: C,D

Explanation:

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source. Reference:

https://help.salesforce.com/s/articleView?id=sfc360_a_calculated_insights.htm&type=5 https://help.salesforce.com/s/articleView?id=sfc360_a_segmentation.htm&type=5

NEW QUESTION # 90

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