

# Data-Con-101更新 & Data-Con-101真題



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>> Data-Con-101更新 <<

## Data-Con-101真題 - Data-Con-101認證考試

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### Salesforce Data-Con-101 考試大綱：

主題	簡介

主題 1	<ul style="list-style-type: none"> <li>• <b>Data Ingestion and Modeling:</b> This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.</li> </ul>
主題 2	<ul style="list-style-type: none"> <li>• <b>Act on Data:</b> 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.</li> </ul>
主題 3	<ul style="list-style-type: none"> <li>• <b>Data Cloud Overview:</b> 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.</li> </ul>
主題 4	<ul style="list-style-type: none"> <li>• <b>Identity Resolution:</b> This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.</li> </ul>

## 最新的 Salesforce Data Cloud Data-Con-101 免費考試真題 (Q83-Q88):

### 問題 #83

A marketing manager at Northern Trail Outfitters wants to Improve marketing return on investment (ROI) by tapping into Insights from Data Cloud Segment Intelligence.

Which permission set does a user need to set this up?

- **A. Data Cloud Admin**
- B. Data Cloud Data Aware Specialist
- C. Data Cloud User
- D. Cloud Marketing Manager

答案: A

### 解題說明:

To configure and use Segment Intelligence in Salesforce Data Cloud for improving marketing ROI, the user requires administrative privileges. Here's the detailed analysis:

Data Cloud Admin (Option D):

Permission Set Scope:

The Data Cloud Admin permission set grants full access to configure advanced Data Cloud features, including Segment Intelligence, which provides AI-driven insights (e.g., audience trends, engagement metrics).

Admins can define metrics, enable predictive models, and analyze segment performance, all critical for optimizing marketing ROI.

Official Documentation:

Salesforce's Data Cloud Permission Sets Guide explicitly states that Segment Intelligence configuration and management require administrative privileges. Only the Data Cloud Admin role can modify data model settings, access AI/ML tools, and apply segment recommendations (Source: "Admin vs. Standard User Permissions").

Why "Cloud Marketing Manager (C)" Is Incorrect:

No Standard Permission Set:

"Cloud Marketing Manager" is not a standard Salesforce Data Cloud permission set. This option may conflate Marketing Cloud roles (e.g., Marketing Manager) with Data Cloud's permission structure.

Marketing Cloud vs. Data Cloud:

While Marketing Cloud has roles like "Marketing Manager," Data Cloud uses distinct permission sets (Admin, User, Data Aware Specialist). Segment Intelligence is a Data Cloud feature and requires Data Cloud-specific permissions.

Other Options:

Data Cloud Data Aware Specialist (A): Provides read-only access to data governance tools but lacks permissions to configure Segment Intelligence.

Data Cloud User (B): Allows basic segment activation and viewing but cannot set up AI-driven insights.

Steps to Validate:

Step 1: Assign the Data Cloud Admin permission set via Setup > Users > Permission Sets.

Step 2: Navigate to Data Cloud > Segment Intelligence to configure analytics, review AI recommendations, and optimize segments.

Step 3: Use insights to refine targeting and measure ROI improvements.

Conclusion: The Data Cloud Admin permission set is required to configure and leverage Segment Intelligence, as it provides the

necessary administrative rights to Data Cloud's advanced analytics and AI tools. "Cloud Marketing Manager" is not a valid permission set in Data Cloud.

#### 問題 #84

Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.

As best practice, which sequence of actions should the consultant use to implement this request?

- A. Use streaming ingestion to first load the last 90 days of data, and then use bulk Ingestion to synchronize future data as It becomes available.
- **B. Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as It becomes available.**
- C. Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion synchronize future data as It becomes available.
- D. Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as It becomes available.

答案: **B**

解題說明:

Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.

Bulk Ingestion: Use Salesforce Data Cloud's bulk ingestion tools to load the historical data quickly and efficiently.

Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real-time data updates.

Streaming Ingestion: Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.

Sequence of Actions:

Step 1: Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.

Step 2: Set up streaming ingestion to handle ongoing updates and new data as it becomes available.

Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near-real-time, providing the marketing department with the most up-to-date data.

References:

Salesforce Data Cloud Ingestion Methods

Salesforce Bulk Data Ingestion

Salesforce Streaming Data Ingestion

#### 問題 #85

A consultant needs to update a field in CRM as soon as a record gets updated in the DMO.

Which feature should the consultant use?

- A. Data share target
- **B. Data actions**
- C. Streaming data transform
- D. Rapid segments

答案: **B**

解題說明:

When a record in the Data Model Object (DMO) is updated, Data Actions can be used to immediately trigger updates in an external system like Salesforce CRM.

Data Actions allow for real-time or near-real-time updates to external systems.

When a record in the DMO is updated, a Data Action can push updates to CRM fields.

This ensures that CRM always reflects the latest Data Cloud updates without manual intervention.

Why Not A?

Data Share Targets are used for sharing data externally (e.g., Snowflake) but do not update CRM fields directly.

Why Not C?

Rapid Segments are used for fast audience segmentation, not for updating CRM fields.

Why Not D?

Streaming Data Transforms are used for real-time data processing, but they do not update CRM fields directly.

# Salesforce Data Cloud Reference:

Salesforce Help Documentation - Data Actions Overview

Trailhead Module: Automating Data Updates with Data Actions

Salesforce Knowledge Base - Best Practices for Keeping CRM and Data Cloud in Sync

### 問題 #86

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.

Which Data Cloud component allows for this?

- A. Nested segments
- **B. Segment membership data model object**
- C. Segment exclusion
- D. Calculated insights

答案： B

解題說明：

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

### 問題 #87

Cumulus Financial offers both business and personal loans. Records in the Contact DLO can be useful for both groups since individual customers may have both business and personal loans. However, for legal reasons, the two groups must be kept separate. How should Cumulus Financial solve this business requirement?

- A. Create two identity resolution rules in the same data space.
- B. Duplicate the Contact DLO.
- **C. Use two data spaces.**
- D. Duplicate the Individual DM0.

答案： C

解題說明：

To address the business requirement where Cumulus Financial needs to keep business and personal loan records separate for legal reasons while still leveraging the same Contact DLO, the best solution is to use two data spaces . Here's why and how this works: Understanding Data Spaces in Salesforce Data Cloud :Data spaces are logical containers within Salesforce Data Cloud that allow organizations to segment their data based on specific business needs, compliance requirements, or privacy regulations. They enable isolation of data processing and identity resolution rules while still allowing access to shared data objects like the Contact DLO.

Why Two Data Spaces?

By creating two data spaces (e.g., one for business loans and another for personal loans), Cumulus Financial can maintain separation between the two groups for legal compliance.

Both data spaces can reference the same Contact DLO, ensuring that individual customer data is not duplicated but is accessible in both contexts.

Identity resolution rules can be configured independently within each data space to ensure that the segmentation aligns with the legal requirements.

Steps to Implement This Solution :

