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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?

Choose 2 answers

- A. Identity resolution rulesets
- B. Data model objects
- C. Calculated insights
- D. Segments

Answer: A,B

Explanation:

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:

Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments¹.

Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution². References:

1: Data Model Objects in Data Cloud

2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 25

Which of the following cannot be used in Segmentation? (Choose 2)

- A. Text Measures
- B. Date Time Measures
- C. Aggregate Functions
- D. Numeric Measures

Answer: A,B

Explanation:

Explanation

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures are not types of measures, but types of dimensions.

Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

NEW QUESTION # 26

Which data sources are available from Marketing Cloud as a starter bundle?

- A. Email, Cloud Pages, Einstein Web & Email Recommendations
- B. Email, MobileConnect, MobilePush and GroupConnect
- C. Email, MobileConnect and MobilePush
- D. Email, Mobile Connect, and Einstein Engagement Scoring

Answer: C

Explanation:

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION # 27

A user needs permissions to access Data Cloud to create, manage, and activate segments. However, the user should not be allowed to create reports or manage data sources.

Which permission set should the consultant assign?

- A. Data Cloud user

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

Answer: B

Explanation:

To grant a user permissions to create, manage, and activate segments without allowing them to create reports or manage data sources, the consultant should assign the Data Cloud Marketing Specialist permission set.

Here's why:

Understanding the Role Requirements :

The user needs access to segment creation, management, and activation.

The user should not have permissions to create reports or manage data sources, which are higher-level administrative tasks.

Why Data Cloud Marketing Specialist?

The Data Cloud Marketing Specialist permission set provides access to segment-related functionalities, including creating, managing, and activating segments.

It excludes permissions for creating reports or managing data sources, aligning perfectly with the stated requirements.

Steps to Assign the Permission Set :

Step 1: Navigate to Setup > Users > Permission Sets in Salesforce.

Step 2: Locate and assign the Data Cloud Marketing Specialist permission set to the user.

Step 3: Verify that the user has the required permissions by testing their access in Data Cloud.

Why Not Other Options?

B). Data Cloud Marketing Manager: This permission set includes broader permissions, such as managing campaigns and audiences, which are not required for this role.

C). Data Cloud Data Aware Specialist: This role focuses on data ingestion and transformation, not segment management.

D). Data Cloud User: This is a basic permission set that provides limited access and does not include segment management capabilities.

By assigning the Data Cloud Marketing Specialist permission set, the consultant ensures that the user has the necessary permissions without overextending their access.

NEW QUESTION # 28

How should a Data Cloud consultant successfully apply consent during segmentation?

- **A. Include the Consent Status for any applicable channels of engagement in the filter criteria for each segment.**
- B. Include Party Identification for any applicable channels of engagement in the filter criteria for each segment.
- C. Include the Unified Profile during segmentation for any applicable channels of engagement.
- D. Include the Consent Status from the golden record during activation for any applicable channels of engagement.

Answer: A

Explanation:

Understanding Consent Management in Salesforce Data Cloud:

Consent management is crucial for maintaining compliance with data protection regulations like GDPR and CCPA. It ensures that customer data is used in accordance with their given permissions.

Reference: Salesforce Consent Management Documentation

Role of Consent Status in Segmentation:

The Consent Status indicates whether a customer has agreed or opted-in to specific types of communication or data processing activities.

During segmentation, applying the correct consent status ensures that only those customers who have provided the necessary permissions are included in targeted campaigns.

Reference: Salesforce Data Cloud Consent Management Overview

Implementation of Consent Status in Segmentation:

When creating segments, including the Consent Status in the filter criteria helps to dynamically segment the audience based on their consent preferences.

This ensures compliance and improves the relevance and personalization of communications.

Example: If creating a marketing campaign for email outreach, the segment would only include customers who have a consent status allowing email communication.

Reference: Salesforce Data Cloud Segmentation Guide

Practical Application:

Go to the segmentation tool within Salesforce Data Cloud.

In the filter criteria, add the Consent Status attribute relevant to the channel of engagement.
Define the values (e.g., Opted-in, Subscribed) to ensure only compliant customer profiles are included.

NEW QUESTION # 29

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