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## Salesforce Certified Data Cloud Consultant Sample Questions (Q133-Q138):

### NEW QUESTION # 133

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.

Which two steps should the consultant take to address this new use case?

Choose 2 answers

- A. Create a custom matching rule for an exact match on the Individual ID attribute.
- B. Create a matching rule based on party identification that matches on CRM ID as the party identification name.
- C. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.
- D. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.

**Answer: B,D**

Explanation:

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. Reference: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

#### NEW QUESTION # 134

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands.

What should the consultant do to make the object available for a new data space?

- A. Create a batch transform to split data between different data spaces.
- B. Navigate to the Data Space tab and select the object to be included in the new data space.
- C. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- D. Create a new data stream and map the second data stream to the data space.

**Answer: B**

#### NEW QUESTION # 135

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any red' product and also purchased at least one pair of 'shoes'
- B. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'
- C. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

**Answer: A**

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

References:

- \* Create a Container for Segmentation
- \* Create a Segment in Data Cloud
- \* Navigate Data Cloud Segmentation

### NEW QUESTION # 136

During an implementation project, a consultant completed ingestion of all data streams for their customer. Prior to segmenting and acting on that data, which additional configuration is required?

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

#### Answer: C

Explanation:

After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity<sup>1</sup>. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors<sup>2</sup>. To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data<sup>3</sup>. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes<sup>4</sup>. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity<sup>5</sup>. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. Reference: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

### NEW QUESTION # 137

A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.

What is the cause of this issue?

- A. Segmentation is only supported for the Individual and Unified Individual DMOs.
- B. Data has not yet been ingested into the DMO.
- **C. The new DMO is not of category Profile.**
- D. The new DMO does not have a relationship to the individual DMO

#### Answer: C

Explanation:

Explanation

The cause of this issue is that the new custom data model object (DMO) is not of category Profile. A category is a property of a DMO that defines its purpose and functionality in Data Cloud. There are three categories of DMOs: Profile, Event, and Other. Profile DMOs are used to store attributes of individuals or entities, such as name, email, address, etc. Event DMOs are used to store actions or interactions of individuals or entities, such as purchases, clicks, visits, etc. Other DMOs are used to store any other type of data that does not fit into the Profile or Event categories, such as products, locations, categories, etc. Only Profile DMOs can be used for creating segments in Data Cloud, as segments are based on the attributes of individuals or entities. Therefore, if the new custom DMO is not of category Profile, it will not appear in the segmentation canvas. The other options are not correct because they are not the cause of this issue. Data ingestion is not a prerequisite for creating segments, as segments can be created based on the data model schema without actual data. The new DMO does not need to have a relationship to the individual DMO, as segments can be created based on any Profile DMO, regardless of its relationship to other DMOs. Segmentation is not only supported for the Individual and Unified Individual DMOs, as segments can be created based on any Profile DMO, including custom ones.

References: Create a Custom Data Model Object from an Existing Data Model Object, Create a Segment in Data Cloud, Data Model Object Category

## NEW QUESTION # 138

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