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As the tech industry continues to evolve and adapt to new technologies, professionals who hold the Salesforce Certified Data Cloud Consultant (Data-Con-101) certification are better equipped to navigate these changes and stay ahead of the curve, increasing their value to employers and clients. In today's fast-paced and ever-changing Salesforce sector, having the Salesforce Certified Data Cloud Consultant (Data-Con-101) certification has become a necessary requirement for individuals looking to advance their careers and stay competitive in the job market.

Salesforce Certified Data Cloud Consultant Sample Questions (Q35-Q40):

NEW QUESTION # 35
How does identity resolution select attributes for unified individuals when there Is conflicting information in the data model?

- A. Leverages reconciliation rules
- B. Leverages match rules
- C. Creates additional contact points
- D. Creates additional rulesets

Answer: A

Explanation:
Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION # 36
When trying to disconnect a data source an error will be generated if it has which two dependencies associated with it?
Choose 2 answers

- A. Data stream
- B. Segment
- C. Activation
- D. Activation target

Answer: A,B

Explanation:
When disconnecting a data source in Salesforce Data Cloud, the system checks for active dependencies that rely on the data source. Based on Salesforce's official documentation (Disconnect a Data Source), the error occurs if the data source has data streams or segments associated with it. Here's the breakdown:
Key Dependencies That Block Disconnection
Data Stream (Option B):
Why It Matters:A data stream is the pipeline that ingests data from the source into Data Cloud. If an active data stream is connected to the data source, disconnecting the source will fail because the stream depends on it for ongoing data ingestion.
Resolution:Delete or pause the data stream first.
Documentation Reference:"Before disconnecting a data source, delete all data streams that are associated with it." (Salesforce Help Article) Segment (Option C):
Why It Matters:Segments built using data from the source will reference that data source. Disconnecting the source would orphan these segments, so the system blocks the action.
Resolution:Delete or modify segments that depend on the data source.
Documentation Reference:"If there are segments that use data from the data source, you must delete those segments before disconnecting the data source." (Salesforce Help Article) Why Other Options Are Incorrect Activation (A):Activations send segments to external systems (e.g., Marketing Cloud) but do not directly depend on the data source itself. The dependency chain is Segment # Activation, not Data Source # Activation.
Activation Target (D):Activation targets (e.g., Marketing Cloud) are destinations and do not tie directly to the data source.
Steps to Disconnect a Data Source
Delete Dependent Segments:Navigate to Data Cloud > Segments and remove any segments built using the data source.
Delete or Pause Data Streams:Go to Data Cloud > Data Streams and delete streams linked to the data source.
Disconnect the Data Source:Once dependencies are resolved, disconnect the source via Data Cloud > Data Sources.

NEW QUESTION # 37
What is Data Cloud's primary value to customers?

- A. To provide a unified view of a customer and their related data
- B. To create a single source of truth for all anonymous data
- C. To connect all systems with a golden record
- D. To create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: A

Explanation:
Data Cloud is a platform that enables you to activate all your customer data across Salesforce applications and other systems. Data Cloud allows you to create a unified profile of each customer by ingesting, transforming, and linking data from various sources, such

as CRM, marketing, commerce, service, and external data providers. Data Cloud also provides insights and analytics on customer behavior, preferences, and needs, as well as tools to segment, target, and personalize customer interactions. Data Cloud's primary value to customers is to provide a unified view of a customer and their related data, which can help you deliver better customer experiences, increase loyalty, and drive growth. References: Salesforce Data Cloud, When Data Creates Competitive Advantage

NEW QUESTION # 38

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.
Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- A. Individual object
- B. Party Identification object
- C. Loyalty Identification object
- D. Contact Identification object

Answer: B

Explanation:
The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.
The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.
Data Modeling Requirements for Identity Resolution
Identity Resolution in a Data Space
Configure Identity Resolution Rulesets
Map Required Objects
Data and Identity in Data Cloud

NEW QUESTION # 39

What is a key functionality of Data Cloud?

- A. To create a master data management (MUM) strategy
- B. To give a persistent ID for unified profiles
- C. To build insights on unified profiles
- D. To help users build a heat map using their data

Answer: C

Explanation:
A key functionality of Salesforce Data Cloud is its ability to build insights on unified profiles . Here's why this is the correct answer:
Understanding the Functionality of Data Cloud
Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources.
Its primary purpose is to provide actionable insights that drive personalized customer experiences.
Why Build Insights on Unified Profiles?
Unified Profiles :
Data Cloud creates a unified profile by combining data from various sources (e.g., CRM, Marketing Cloud, external systems).
This single view of the customer enables organizations to understand behaviors, preferences, and interactions across touchpoints.
Building Insights :
Insights derived from unified profiles help organizations make data-driven decisions.
Examples include identifying high-value customers, predicting churn, and personalizing marketing campaigns.
Other Options Are Less Relevant :
A). To create a master data management (MDM) strategy : While Data Cloud supports data unification, it is not primarily an MDM tool.
B). To give a persistent ID for unified profiles : Persistent IDs are a feature of unified profiles but not the core functionality of Data Cloud.

D). To help users build a heat map using their data : Heat maps are a visualization tool, not a core functionality of Data Cloud.

Steps to Build Insights on Unified Profiles

Step 1: Ingest Data

Bring in customer data from multiple sources into Data Cloud.

Step 2: Create Unified Profiles

Use identity resolution to merge related records into a single unified profile.

Step 3: Analyze Data

Use tools like calculated insights, segments, and dashboards to derive actionable insights.

Step 4: Activate Insights

Use the insights to personalize customer experiences in downstream systems (e.g., Marketing Cloud, Sales Cloud).

Conclusion

The key functionality of Salesforce Data Cloud is to build insights on unified profiles , enabling organizations to deliver personalized and impactful customer experiences.

NEW QUESTION # 40

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