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

NEW QUESTION # 85

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

Answer: A

Explanation:

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

NEW QUESTION # 86

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments by cloning High Investment Balance Customers.
- B. Package High Investment Balance Customers in a data kit.
- C. Create a High Investment Balance calculated insight.
- D. Create new segments using nested segments.

Answer: D

Explanation:

Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:

B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.

C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.

It is not a feature for creating segments, but rather for sharing components.

D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 87

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Immutable
- B. Mutable
- C. None of the above
- D. Inconsistent

Answer: A

Explanation:

Explanation

The type of the Event Time Field while ingesting Engagement data should be Immutable. Immutable means that the field value cannot be changed once it is ingested. The Event Time Field is a mandatory field for Engagement data that represents the timestamp of when an event occurred. It is important to keep this field immutable to ensure the accuracy and consistency of the event data.

References: Engagement Data Model

NEW QUESTION # 88

Which three options can be used to build a filter in the Segmentation Canvas?

- A. Streaming Insights
- B. Related Attributes
- C. Calculated Insights
- D. Data Lake Objects
- E. Direct Attributes

Answer: A,C,E

Explanation:

A window function is a unique requirement of a Streaming Insight query. It defines the time interval for the query to run on the streaming data and the frequency of the query execution.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_streaming_insights.htm&type=5

NEW QUESTION # 89

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Engagement
- B. Individual
- C. Transaction
- D. Sales Order

Answer: C

Explanation:

Explanation

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION # 90

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