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Salesforce Certified Data Cloud Consultant Sample Questions (Q154-Q159):

NEW QUESTION # 154

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs. When creating the activation target, which type of target should the consultant select?

- A. External Activation Target
- B. **Data Cloud**
- C. Marketing Cloud Personalization
- D. Marketing Cloud

Answer: B

NEW QUESTION # 155

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

- A. Party Identification on Patient ID
- B. Exact Last Name and Email
- C. Email Address and Phone
- D. Fuzzy First Name, Exact Last Name, and Email

Answer: A

Explanation:

Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person. Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

NEW QUESTION # 156

Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream?

Choose 2 answers

- A. Ensure the refresh mode is set to "Full Refresh."
- B. Ensure that deletion of old files is enabled.
- C. Ensure the filename contains a wildcard to accommodate the timestamp.
- D. Ensure the refresh mode is set to "Upsert".

Answer: C,D

Explanation:

When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:

The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.

The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.

The other options are not necessary or relevant for this scenario:

Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.

Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file. This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION # 157

Which statement about Data Cloud's Web and Mobile Application Connector is true?

- A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
- B. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
- C. The connector schema can be updated to delete an existing field.
- D. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.

Answer: D

Explanation:

The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. References: Web and Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION # 158

A rideshare company wants to send an email to customers that provides a year-in-review with five "fun" trip statistics, such as destination, distance traveled, etc. This raw data arrives into Data Cloud and is not aggregated at source.

The company creates a segment of customers that had at least one ride in the last 365 days.

Following best practices, which solution should the consultant recommend in Data Cloud to personalize the content of the email?

- A. Create five calculated insights for the activation and add dimension filters.
- B. Include related attributes in the activation for the last 365 days.
- C. Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email.
- D. Use a data transform to aggregate the statistics and map them to direct attributes on Individual to include in the activation.

Answer: D

Explanation:

To personalize the content of the email with five "fun" trip statistics, the consultant should recommend using a data transform to aggregate the statistics and map them to direct attributes on the Individual object for inclusion in the activation. Here's why:

Understanding the Requirement

The rideshare company wants to send personalized emails to customers with aggregated trip statistics (e.g., destination, distance traveled).

The raw data is not aggregated at the source, so it must be processed in Data Cloud.

Why Use a Data Transform?

Aggregating Statistics :

A data transform can aggregate the raw trip data (e.g., summing distances, counting destinations) into meaningful statistics for each customer.

This ensures that the data is summarized and ready for personalization.

Mapping to Direct Attributes :

The aggregated statistics can be mapped to direct attributes on the Individual object.

These attributes can then be included in the activation and used to personalize the email content.

Other Options Are Less Suitable :

B). Create five calculated insights for the activation and add dimension filters : While calculated insights are useful, creating five separate insights is inefficient compared to a single data transform.

C). Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email : This approach is overly complex and shifts the aggregation burden to Marketing Cloud, which is not ideal.

D). Include related attributes in the activation for the last 365 days : Including raw data without aggregation would result in unprocessed information, making personalization difficult.

Steps to Implement the Solution

Step 1: Create a Data Transform

Use a batch or streaming data transform to aggregate the trip statistics (e.g., total distance, unique destinations) for each customer.

Step 2: Map Aggregated Data to Individual Object

Map the aggregated statistics to direct attributes on the Individual object in Data Cloud.

Step 3: Activate the Data

Include the aggregated attributes in the activation for the email campaign.

Step 4: Personalize the Email

Use the activated attributes to personalize the email content with the trip statistics.

Conclusion

Using a data transform to aggregate the statistics and map them to direct attributes on the Individual object is the most efficient and effective solution for personalizing the email content.

NEW QUESTION # 159

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