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참고: Fast2test에서 Google Drive로 공유하는 무료, 최신 Data-Con-101 시험 문제집이 있습니다.  
[https://drive.google.com/open?id=1TvpR5MLGvXYvTaeJuKUsUU-uziiM7cF\\_](https://drive.google.com/open?id=1TvpR5MLGvXYvTaeJuKUsUU-uziiM7cF_)

Fast2test 에서 Salesforce Data-Con-101 덤프를 구매하시면 1년 무료 업데이트 서비스를 받을 수 있습니다. 1년 무료 업데이트 서비스란 구매일로부터 1년 동안 구매한 덤프가 업데이트 될 때마다 구매시 사용한 메일 주소로 가장 최신 버전을 보내드리는 것을 의미합니다. Salesforce Data-Con-101 덤프에는 가장 최신 시험문제의 기출문제가 포함되어 있어 높은 적중율을 자랑하고 있습니다.

## Salesforce Data-Con-101 시험요강:

주제	소개
주제 1	<ul style="list-style-type: none"> <li>• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.</li> </ul>

주제 2	<ul style="list-style-type: none"> <li>• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.</li> </ul>
주제 3	<ul style="list-style-type: none"> <li>• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.</li> </ul>
주제 4	<ul style="list-style-type: none"> <li>• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.</li> </ul>

>> Data-Con-101퍼펙트 최신 공부자료 <<

## Data-Con-101 높은 통과율 덤프 공부자료, Data-Con-101 최신버전 덤프문제

다른 사이트에서도 Salesforce Data-Con-101 인증시험 관련 자료를 보셨다고 믿습니다. 하지만 우리 Fast2test의 자료는 차원이 다른 완벽한 자료입니다. 100% 통과율은 물론 Fast2test을 선택으로 여러분의 직장 생활에 더 나은 개선을 가져다 드리며, 또한 Fast2test를 선택으로 여러분은 이미 충분한 시험준비를 하였습니다. 우리는 여러분이 한번에 통과하게 도와주고 또 일년 무료 업데이트 서비스도 드립니다.

### 최신 Salesforce Data Cloud Data-Con-101 무료 샘플문제 (Q90-Q95):

#### 질문 # 90

A retail customer wants to bring customer data from different sources and wants to take advantage of identity resolution so that it can be used in segmentation.

On which entity should this be segmented for activation membership?

- A. Individual
- B. Unified Individual
- C. Subscriber
- D. Unified Contact

정답: B

#### 설명:

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

Identity Resolution Ruleset Processing Results

Consider Data Implications for Segmentation

Prepare for your Salesforce Data Cloud Consultant Credential

AI-based Identity Resolution: Linking Diverse Customer Data

#### 질문 # 91

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. 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.
- B. Include related attributes in the activation for the last 365 days.
- C. Create five calculated insights for the activation and add dimension filters.
- **D. Use a data transform to aggregate the statistics and map them to direct attributes on Individual to include in the activation.**

**정답 : D**

**설명 :**

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.

**질문 # 92**

A consultant needs to create a data graph based on several DLOs,

Which step should the consultant take to make this work?

- **A. Map the DLOS to DMOS and use these in the data graph.**
- B. Map the DLOs directly to a data graph.
- C. Batch transform the DLOs to multiple DMOs and activate these with the data graph.
- D. Use a data action to update the data graph with the DLO data

**정답 : A**

**설명 :**

To create a data graph based on several Data Lake Objects (DLOs) , the consultant should map the DLOs to Data Model Objects (DMOs) and use these in the data graph. Here's why:

## Understanding Data Graphs

A data graph in Salesforce Data Cloud represents relationships between entities (e.g., customers, accounts, orders) and their attributes.

It is built using Data Model Objects (DMOs), which provide a standardized structure for unified profiles and related data.

Why Map DLOs to DMOs?

Role of DLOs and DMOs :

DLOs are raw data sources ingested into Data Cloud.

DMOs are standardized objects used for identity resolution and unified profiles.

Mapping DLOs to DMOs ensures that raw data is transformed into a structured format suitable for data graphs.

Building the Data Graph :

Once the DLOs are mapped to DMOs, the consultant can use the DMOs to define relationships and build the data graph.

This approach ensures consistency and alignment with the unified data model.

Other Options Are Less Suitable :

A). Use a data action to update the data graph with the DLO data : Data actions are used for triggering workflows, not for building data graphs.

C). Map the DLOs directly to a data graph : DLOs cannot be directly mapped to a data graph; they must first be transformed into DMOs.

D). Batch transform the DLOs to multiple DMOs and activate these with the data graph : This is overly complex and unnecessary when mapping DLOs to DMOs suffices.

Steps to Create the Data Graph

Step 1: Map DLOs to DMOs

Navigate to Data Cloud > Data Streams and map the relevant fields from the DLOs to the corresponding DMOs.

Step 2: Define Relationships

Use the Data Model tab to define relationships between DMOs (e.g., linking Individuals to Accounts).

Step 3: Build the Data Graph

Use the mapped DMOs to create the data graph, defining nodes (entities) and edges (relationships).

Step 4: Validate the Graph

Test the data graph to ensure it accurately represents the desired relationships and data flow.

Conclusion

The consultant should map the DLOs to DMOs and use these in the data graph to ensure a structured and consistent approach to building relationships between entities.

## 질문 # 93

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.

What are two of the available datasets in Marketing Cloud Starter Data Bundles?

Choose 2 answers

- A. MobileConnect
- B. Personalization
- C. MobilePush
- D. Loyalty Management

정답 : A,C

설명:

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud<sup>1</sup>. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush<sup>2</sup>. These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications<sup>2</sup>. By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys<sup>1</sup>. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience<sup>3</sup>. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers<sup>4</sup>. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

## 질문 # 94

A customer notices that their consolidation rate is low across their account unification. They have mapped Account to the Individual

and Contact Point Email DMOs.

What should they do to increase their consolidation rate?

- A. Change reconciliation rules to Most Occurring.
- B. Disable the individual identity ruleset.
- **C. Increase the number of matching rules.**
- D. Update their account address details in the data source

정답: C

설명:

Consolidation Rate: The consolidation rate in Salesforce Data Cloud refers to the effectiveness of unifying records into a single profile. A low consolidation rate indicates that many records are not being successfully unified.

Matching Rules: Matching rules are critical in the identity resolution process. They define the criteria for identifying and merging duplicate records.

Solution:

Increase Matching Rules: Adding more matching rules improves the system's ability to identify duplicate records. This includes matching on additional fields or using more sophisticated matching algorithms.

Steps:

Access the Identity Resolution settings in Data Cloud.

Review the current matching rules.

Add new rules that consider more fields such as phone number, address, or other unique identifiers.

Benefits:

Improved Unification: Higher accuracy in matching and merging records, leading to a higher consolidation rate.

Comprehensive Profiles: Enhanced customer profiles with consolidated data from multiple sources.

References:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Matching Rules

질문 # 95

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