

Data-Con-101最新資料 & Data-Con-101参考書



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>> Data-Con-101最新資料 <<

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Salesforce Certified Data Cloud Consultant 認定 Data-Con-101 試験問題 (Q122-Q127):

質問 # 122

Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

- A. Confirm the Create object permission is enabled in the Data Cloud org.
- B. Confirm that the Modify Object permission is enabled in the Data Cloud org.
- C. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
- **D. Confirm the View All object permission is enabled in the source Salesforce CRM org.**

正解: D

解説:

To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings¹. Without this permission, the custom object will not be available in the New Data Stream configuration². References:

Manage Access with Data Cloud Permission Sets
Object Permissions

質問 # 123

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Birthday
- B. Is Today
- **C. Is Anniversary Of**
- D. Is Between

正解: C

解説:

To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:

A). The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.

B). The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.

C). The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

質問 # 124

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

正解: B、D

解説:

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. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

質問 # 125

Which functionality does Data Cloud offer to improve customer support interactions when a customer is working with an agent?

- A. Enhanced reporting tools
- B. Automated customer service replies
- C. Predictive troubleshooting
- **D. Real-time data integration**

正解: D

解説:

Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information, improving their ability to respond to customer inquiries and issues effectively.

Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

References:

Salesforce Data Cloud for Customer Support

Real-Time Data Integration in Salesforce

質問 # 126

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.

What should NTO do to ensure the best email address is activated?

- A. Set the default reconciliation rule to Last Updated.
- **B. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.**
- C. Include Contact Point Email object Is Active field as a match rule.
- D. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.

正解: B

解説:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure

質問 # 127

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Data-Con-101参考書: https://www.topexam.jp/Data-Con-101_shiken.html

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