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Salesforce Certified Data Cloud Consultant Sample Questions (Q119-Q124):

NEW QUESTION # 119

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields,

such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO). What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- A. Create a custom DMO from scratch that has all fields that are needed.
- B. Duplicate the standard Individual DMO and add the additional fields.
- **C. Create custom fields on the standard Individual DMO.**
- D. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.

Answer: C

Explanation:

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. Reference:

1: Data Model Objects in Data Cloud

NEW QUESTION # 120

A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.

Which two areas should a consultant review to troubleshoot this issue?

Choose 2 answers

- A. Review calculated insights to make sure they're run after the segments are refreshed.
- **B. Review calculated insights to make sure they're run before segments are refreshed.**
- **C. Review segments to ensure they're refreshed after the data is ingested.**
- D. Review data transformations to ensure they're run after calculated insights.

Answer: B,C

Explanation:

The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them. Reference: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

NEW QUESTION # 121

What are the two minimum requirements needed when using the Visual Insights Builder to create a calculated insight?

Choose 2 answers

- A. At least two objects to Join
- **B. At least one dimension**
- **C. At least one measure**
- D. A WHERE clause

Answer: B,C

Explanation:

Introduction to Visual Insights Builder:

* The Visual Insights Builder in Salesforce Data Cloud is a tool used to create calculated insights, which are custom metrics derived from the existing data.

NEW QUESTION # 122

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores empty fields when running reconciliation rules
- B. Ignores empty fields when running the standard match rules
- C. Ignores empty fields when running any custom match rules
- D. Ignores Individual object records with empty fields when running identity resolution rules

Answer: A

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

Data Cloud Identity Resolution Reconciliation Rule Input

Configure Identity Resolution Rulesets

Data and Identity in Data Cloud

NEW QUESTION # 123

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary (RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target.

Which two actions are required when configuring the activation?

Choose 2 answers

- A. Add additional attributes.
- B. Add the calculated insight in the activation.
- C. Choose a segment.
- D. Select contact points.

Answer: C,D

NEW QUESTION # 124

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