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Salesforce Certified Data Cloud Consultant Sample Questions (Q109-Q114):

NEW QUESTION # 109

A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.

What should the consultant do to address this issue?

- A. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
- B. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- C. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- D. Create and run a new ruleset with fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

Answer: C

Explanation:

Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency.

Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identity Resolution.

NEW QUESTION # 110

The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.

Which statement addresses the cause of this issue?

- A. Custom fields on the Case object are not supported for ingesting into Data Cloud.
- B. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
- **C. The Salesforce Integration User Is missing Read permissions on the newly created field.**
- D. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.

Answer: C

Explanation:

The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. References: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

NEW QUESTION # 111

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands.

What should the consultant do to make the object available for a new data space?

- **A. Navigate to the Data Space tab and select the object to be included in the new data space.**
- B. Create a batch transform to split data between different data spaces.
- C. Create a new data stream and map the second data stream to the data space.
- D. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.

Answer: A

Explanation:

When setting up Data Cloud for a multi-brand organization, if a consultant cannot map an object for one of the brands during data stream setup, they should navigate to the Data Space tab and select the object to include it in the new data space. Here's why:

Understanding the Issue

The consultant is using data spaces to segregate data for different brands.

While mapping a data stream, they notice that an object is unavailable for one of the brands.

This indicates that the object has not been associated with the new data space.

Why Navigate to the Data Space Tab?

Data Spaces and Object Availability :

Objects must be explicitly added to a data space before they can be used in mappings or transformations within that space. If an object is missing, it means it has not been included in the data space configuration.

Solution Approach :

By navigating to the Data Space tab , the consultant can add the required object to the new data space.

This ensures the object becomes available for mapping and use in the data stream.

Steps to Resolve the Issue

Step 1: Navigate to the Data Space Tab

Go to Data Cloud > Data Spaces and locate the new data space for the brand.

Step 2: Add the Missing Object

Select the data space and click on Edit .

Add the required object (e.g., a Data Model Object or Data Lake Object) to the data space.

Step 3: Save and Verify

Save the changes and return to the data stream setup.

Verify that the object is now available for mapping.

Step 4: Complete the Mapping

Proceed with mapping the object in the data stream.

Why Not Other Options?

A). Create a new data stream and map the second data stream to the data space :Creating a new data stream is unnecessary if the issue is simply object availability in the data space.

B). Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space :This is overly complex and not required if the object can simply be added to the data space.

C). Create a batch transform to split data between different data spaces :Batch transforms are used for data processing, not for resolving object availability issues.

Conclusion

The correct solution is to navigate to the Data Space tab and select the object to include it in the new data space . This ensures the object is available for mapping and resolves the issue efficiently.

NEW QUESTION # 112

Northern Trail Outfitters (NTO) owns and operates six unique brands, each with their own set of customers, transactions, and loyalty information. The marketing director wants to ensure that segments and activations from the NTO Outlet brand do not reference customers or transactions from the other brands.

What is the most efficient approach to handle this requirement?

- **A. Separate the Outlet brand into a data space.**
- B. Use Business Unit Aware activation.
- C. Create a batch data transform to generate a DLO for the Outlet brand.
- D. Separate the brands into six different data spaces.

Answer: A

Explanation:

To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:

Data Spaces (Option B):

Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.

Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.

Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").

Why Other Options Are Incorrect:

Business Unit Aware Activation (A):

Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.

BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.

Six Different Data Spaces (C):

While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.

Batch Data Transform to Generate DLO (D):

Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet- specific data and does not inherently prevent cross-brand references in segments.

Steps to Implement:

Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.

Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.

Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.

Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

NEW QUESTION # 113

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- A. Creates additional contact points
- **B. Leverages reconciliation rules**
- C. Creates additional rulesets
- D. Leverages match rules

Answer: B

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION # 114

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