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Salesforce Certified Data Cloud Consultant Sample Questions (Q138-Q143):

NEW QUESTION # 138
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. Disable the individual identity ruleset.
- B. Change reconciliation rules to Most Occurring.
- C. Update their account address details in the data source
- D. Increase the number of matching rules.

Answer: D

Explanation:
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

NEW QUESTION # 139
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. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.
- D. Create a custom matching rule for an exact match on the Individual ID attribute.

Answer: B,C

Explanation:
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

NEW QUESTION # 140
A finance company that uses Data Cloud wants to simplify how its users can view all the various channels a customer engages with
Which feature should the consultant recommend to meet this requirement?

- A. Create segments based on the ingested data and insights to activate in Marketing Cloud.
- B. Use Data Cloud to connect with analytic tools, like Tableau.
- C. Use calculated insights to determine when and how to engage with various customers.
- D. Use Data Cloud to ingest data from various available data sources.

Answer: B

Explanation:
To simplify how users can view all the various channels a customer engages with, the best solution is to use Data Cloud to connect with analytic tools like Tableau . Here's why and how this works:
Understanding the Requirement
The finance company wants its users to have a consolidated view of all customer engagement channels (e.g., email, social media, website interactions, etc.). This requires:
Aggregating data from multiple sources into a unified platform.

Providing an intuitive and visual way to analyze and interpret the data.
Why Use Data Cloud with Analytic Tools like Tableau?
Data Cloud as a Centralized Data Hub :Salesforce Data Cloud aggregates data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into a unified platform. This ensures that all customer engagement data is available in one place.
Tableau for Advanced Visualization :
Tableau is a powerful analytics and visualization tool that integrates seamlessly with Salesforce Data Cloud.
It allows users to create interactive dashboards and reports that provide a comprehensive view of customer engagement across all channels.
Users can drill down into specific channels, analyze trends, and gain actionable insights without needing advanced technical skills.
Simplified User Experience :By leveraging Tableau's intuitive interface, users can easily explore and understand customer engagement patterns without requiring deep knowledge of the underlying data structure.
Steps to Implement This Solution
Step 1: Ingest Data into Data Cloud
Ensure that all relevant customer engagement data (e.g., website visits, email interactions, social media activity) is ingested into Data Cloud from various sources.
Use Data Streams to bring in data from CRM, Marketing Cloud, and other external systems.
Step 2: Connect Data Cloud to Tableau
Navigate to Setup > Analytics > Tableau CRM in Salesforce.
Configure the integration between Data Cloud and Tableau to enable seamless data flow.
Step 3: Create Dashboards in Tableau
Use Tableau to build dashboards that consolidate customer engagement data from all channels.
Include visualizations such as bar charts, heatmaps, and trend lines to highlight key insights (e.g., most active channels, engagement frequency, etc.).
Step 4: Share Dashboards with Users
Publish the dashboards to Tableau Server or Tableau Online.
Provide access to the relevant users within the finance company so they can view and interact with the dashboards.
Why Not Other Options?
B). Use calculated insights to determine when and how to engage with various customers :While calculated insights are useful for understanding customer behavior, they do not provide a consolidated view of all engagement channels. This option focuses more on decision-making rather than visualization.
C). Create segments based on the ingested data and insights to activate in Marketing Cloud :Segmentation is valuable for targeting specific groups of customers, but it does not address the requirement to view all engagement channels in one place. Segments are more about grouping customers rather than providing a holistic view.
D). Use Data Cloud to ingest data from various available data sources :While ingesting data is a critical first step, it does not solve the problem of simplifying how users view engagement channels. The focus here is on data ingestion, not visualization or analysis.
Conclusion
By connecting Data Cloud with Tableau , the finance company can provide its users with a simplified and visually intuitive way to view all customer engagement channels. This approach lever

NEW QUESTION # 141
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 custom fields on the standard Individual DMO.
- B. Duplicate the standard Individual DMO and add the additional fields.
- C. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
- D. Create a custom DMO from scratch that has all fields that are needed.

Answer: A

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 data1. 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. References:
1: Data Model Objects in Data Cloud

NEW QUESTION # 142

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.
What should the consultant do to accomplish this?

- A. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
- B. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
- C. Use formula fields based on the account Country field to filter incoming records.
- D. Use the data spaces feature and applying filtering on the Account data lake object based on Country.

Answer: D

Explanation:
Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries. References: Data Spaces, Create a Data Space

NEW QUESTION # 143

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