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Salesforce Certified Data Cloud Consultant Sample Questions (Q99-Q104):

NEW QUESTION # 99
A customer creates a large segment of customers that placed orders in the last 30 days, and adds related attributes from the... to the

activation. Upon checking the activation in Marketing Cloud, they notice It contains orders that are older than 30 days.
What should a consultant do to resolve this issue?

- A. Use SQL in Marketing Cloud Engagement to remove orders older than 30 days.
- B. Apply a filter to Purchase Order Date to exclude orders older than 30 days.
- C. Apply a data space fitter to exclude orders older than 30 days.
- D. use data graphs that contain only 30 days of data.

Answer: B

Explanation:
The issue arises because the activated segment in Marketing Cloud contains orders older than 30 days, despite the segment being defined to include only recent orders. The best solution is to apply a filter to the Purchase Order Date to exclude older orders.
Here's why:
Understanding the Issue
The segment includes related attributes from the purchase order data.
Despite filtering for orders placed in the last 30 days, older orders are appearing in the activation.
Why Apply a Filter to Purchase Order Date?
Root Cause :
The related attributes (e.g., purchase order details) may not be filtered by the same criteria as the segment.
Without a specific filter on the Purchase Order Date , older orders may inadvertently be included.
Solution Approach :
Applying a filter directly to the Purchase Order Date ensures that only orders within the desired timeframe are included in the activation.
Other Options Are Less Suitable :
A). Use data graphs that contain only 30 days of data : Data graphs are not typically used to filter data for activations.
B). Apply a data space filter to exclude orders older than 30 days : Data space filters apply globally and may unintentionally affect other use cases.
D). Use SQL in Marketing Cloud Engagement to remove orders older than 30 days : This is a reactive approach and does not address the root cause in Data Cloud.
Steps to Resolve the Issue
Step 1: Review the Segment Definition
Confirm that the segment filters for orders placed in the last 30 days.
Step 2: Add a Filter to Purchase Order Date
Modify the activation configuration to include a filter on the Purchase Order Date , ensuring only orders within the last 30 days are included.
Step 3: Test the Activation
Publish the segment again and verify that the activation in Marketing Cloud contains only the desired orders.
Conclusion
By applying a filter to the Purchase Order Date , the consultant ensures that only orders placed in the last 30 days are included in the activation, resolving the issue effectively.

NEW QUESTION # 100
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. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
- B. Custom fields on the Case object are not supported for ingesting into Data Cloud.
- C. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.
- D. The Salesforce Integration User Is missing Rad permissions on the newly created field.

Answer: D

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 # 101

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 rules fewer matching rules, 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 stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

Answer: D

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 Identiy Resolution.

NEW QUESTION # 102

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Package High Investment Balance Customers in a data kit.
- B. Create a High Investment Balance calculated insight.
- C. Create new segments using nested segments.
- D. Create new segments by cloning High Investment Balance Customers.

Answer: C

Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing.
This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.
It is not a feature for creating segments, but rather for sharing components.
D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and

Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 103
A customer wants to create segments of users based on their Customer Lifetime Value.
However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).
Which sequence of steps should the consultant follow to achieve this requirement?

- A. Create Calculated Insight > Ingest Data > Map Data to Data Model> Use in Segmentation
- B. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation
- C. Create Calculated Insight > Map Data to Data Model> Ingest Data > Use in Segmentation
- D. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation

Answer: D

Explanation:
To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams1. The second step is to map the source data to the data model, which defines the structure and attributes of the data2. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes3. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION # 104
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