

# Detail Data-Cloud-Consultant Explanation | Data-Cloud-Consultant Certification Test Answers



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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

| Topic   | Details   |
|---------|---|
| Topic 1 | <ul style="list-style-type: none"><li>• Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.</li></ul> |
| Topic 2 | <ul style="list-style-type: none"><li>• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.</li></ul>  |
| Topic 3 | <ul style="list-style-type: none"><li>• Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.</li></ul>  |

|         |  |
|---------|--|
| Topic 4 | <ul style="list-style-type: none"> <li>• <b>Act on Data:</b> This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.</li> </ul> |
| Topic 5 | <ul style="list-style-type: none"> <li>• <b>Data Cloud Overview:</b> This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.</li> </ul>  |

>> **Detail Data-Cloud-Consultant Explanation** <<

## **Data-Cloud-Consultant Certification Test Answers - Valid Dumps Data-Cloud-Consultant Ppt**

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### **Salesforce Certified Data Cloud Consultant Sample Questions (Q47-Q52):**

#### **NEW QUESTION # 47**

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:

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 # 48**

A consultant needs to update a field in CRM as soon as a record gets updated in the DMO.

Which feature should the consultant use?

- A. Rapid segments
- B. Streaming data transform
- **C. Data actions**
- D. Data share target

**Answer: C**

Explanation:

When a record in the Data Model Object (DMO) is updated, Data Actions can be used to immediately trigger updates in an external system like Salesforce CRM.

Data Actions allow for real-time or near-real-time updates to external systems.

When a record in the DMO is updated, a Data Action can push updates to CRM fields.

This ensures that CRM always reflects the latest Data Cloud updates without manual intervention.

Why Not A?

Data Share Targets are used for sharing data externally (e.g., Snowflake) but do not update CRM fields directly.

Why Not C?

Rapid Segments are used for fast audience segmentation, not for updating CRM fields.

Why Not D?

Streaming Data Transforms are used for real-time data processing, but they do not update CRM fields directly.

Salesforce Data Cloud Reference:

Salesforce Help Documentation - Data Actions Overview

Trailhead Module: Automating Data Updates with Data Actions

Salesforce Knowledge Base - Best Practices for Keeping CRM and Data Cloud in Sync

### NEW QUESTION # 49

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. Ingest Data > Map Data to Data Model > Create Calculated Insight > 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. Create Calculated Insight > Ingest Data > Map Data to Data Model > Use in Segmentation

**Answer: A**

Explanation:

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 streams<sup>1</sup>. The second step is to map the source data to the data model, which defines the structure and attributes of the data<sup>2</sup>. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data<sup>3</sup>. 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 data<sup>4</sup>. 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 objects<sup>3</sup>. 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 objects<sup>3</sup>. 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 attributes<sup>3</sup>. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

### NEW QUESTION # 50

Cloud Kicks plans to do a full deletion of one of its existing data streams and its underlying data lake object (DLO).

What should the consultant consider before deleting the data stream?

- A. The underlying DLO cannot be mapped to a data model object.
- B. The data stream can be deleted without implicitly deleting the underlying DLO.
- C. The underlying DLO can be used in a data transform.
- D. The data stream must be associated with a data kit.

**Answer: C**

Explanation:

\* Data Streams and DLOs: In Salesforce Data Cloud, data streams are used to ingest data, which is then stored in Data Lake Objects (DLOs).

\* Deletion Considerations: Before deleting a data stream, it's crucial to consider the dependencies and usage of the underlying DLO.

\* Data Transform Usage:

Impact of Deletion: If the underlying DLO is used in a data transform, deleting the data stream will affect any transforms relying on that DLO.

Dependency Check: Ensure that the DLO is not part of any active data transformations or processes that could be disrupted by its deletion.

\* Reference:

Salesforce Data Cloud Documentation: Data Streams

Salesforce Data Cloud Documentation: Data Transforms

## NEW QUESTION # 51

Cumulus Financial (CF) wants to target loyal and engaged customers. When a platinum tier customer visits their Investment pages more than three times in a 24-hour period, CF wants to Immediately Send an email that offers a private consultation.

What should a consultant recommend for this business requirement?

- A. Calculated insight with a data action to a Marketing Cloud Engagement transactional email
- B. Rapid segment to a data action journey in Marketing Cloud Engagement
- C. Standard segment with activation into Marketing Cloud Engagement
- **D. Streaming insight with a data action into a journey in Marketing Cloud Engagement**

**Answer: D**

Explanation:

To meet the requirement of targeting loyal and engaged customers (platinum-tier customers visiting investment pages more than three times in 24 hours) and sending an immediate email offering a private consultation, the best solution is to use a streaming insight with a data action into a journey in Marketing Cloud Engagement. Here's why:

Understanding the Requirement

The company wants to identify platinum-tier customers who visit their Investment pages more than three times within a 24-hour period.

Once identified, these customers should immediately receive an email offering a private consultation.

This requires real-time monitoring of customer behavior and triggering an automated response.

Why Streaming Insight with a Data Action?

Streaming Insights for Real-Time Monitoring :

A streaming insight in Salesforce Data Cloud monitors customer interactions in real time.

It can detect when a platinum-tier customer visits the Investment pages more than three times within 24 hours.

Data Actions for Immediate Response :

A data action allows you to trigger specific actions based on the insights generated.

In this case, the data action would send the customer's information to a journey in Marketing Cloud Engagement to initiate the email campaign.

Journey in Marketing Cloud Engagement :

Marketing Cloud Engagement journeys are designed to automate personalized marketing activities, such as sending transactional emails.

By integrating the streaming insight with a journey, the system can immediately send the email offering a private consultation.

Steps to Implement This Solution

Step 1: Create a Streaming Insight

Navigate to Data Cloud > Insights > Streaming Insights .

Define the criteria for identifying platinum-tier customers who visit the Investment pages more than three times in 24 hours.

Step 2: Configure a Data Action

Set up a data action that sends the identified customer's information to Marketing Cloud Engagement.

Ensure the data action includes relevant details (e.g., customer ID, email address).

Step 3: Build a Journey in Marketing Cloud Engagement

In Marketing Cloud Engagement, create a journey that listens for incoming data from the data action.

Configure the journey to send a personalized email offering a private consultation.

Step 4: Test and Deploy

Test the entire workflow to ensure that the streaming insight triggers the data action and that the email is sent immediately.

Why Not Other Options?

A . Calculated insight with a data action to a Marketing Cloud Engagement transactional email :

Calculated insights are not designed for real-time monitoring. They are better suited for batch processing or periodic calculations, making them unsuitable for this use case.

B . Rapid segment to a data action journey in Marketing Cloud Engagement :

While rapid segments are useful for quickly grouping customers, they do not provide the real-time detection required for this scenario.

C . Standard segment with activation into Marketing Cloud Engagement :

Standard segments are static or periodically updated and cannot respond to real-time customer behavior.

Conclusion

By using a streaming insight with a data action into a journey in Marketing Cloud Engagement , Cumulus Financial can achieve real-time monitoring and immediate engagement with its loyal customers.

## NEW QUESTION # 52

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