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Data-Con-101 Hot Questions - New Data-Con-101 Test Cram

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Salesforce Certified Data Cloud Consultant Sample Questions (Q168-Q173):

NEW QUESTION # 168

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources. Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers

- A. Unified Profiles
- B. Data Harmonization
- C. Data Marketplace

- D. Master Data Management

Answer: A,B

Explanation:

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data. Two functional areas that the consultant should highlight in relation to managing customer data are:

Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data.

Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. References:

Salesforce Data Cloud

[Data Harmonization for Data Cloud]

[Unified Profiles for Data Cloud]

[What is Master Data Management?]

[Integrate Data Cloud with Master Data Management]

[Data Marketplace for Data Cloud]

NEW QUESTION # 169

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. Rapid segment to a data action journey in Marketing Cloud Engagement
- B. Calculated insight with a data action to a Marketing Cloud Engagement transactional email
- 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 # 170

What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

- A. Commerce Cloud Connector
- B. Cloud Storage Connector
- **C. Ingestion API**
- D. Marketing Cloud Personalization Connector

Answer: C

Explanation:

The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to 100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

NEW QUESTION # 171

How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
- B. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
- C. Deletes the specified Individual record and its Unified Individual Link record.
- **D. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.**

Answer: D

Explanation:

Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.

The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.

Requesting Data Deletion or Right to Be Forgotten

Data Deletion for Data Cloud

Use the Consent API with Data Cloud

Data and Identity in Data Cloud

NEW QUESTION # 172

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- **B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.**
- C. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- D. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

Answer: B

Explanation:

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION # 173

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