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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 2	Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.

Topic 3	Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.
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Salesforce Certified Data Cloud Consultant Sample Questions (Q101-Q106):

NEW QUESTION # 101

A Data Cloud Consultant Is in the process of setting up data streams for a new service-based data source. When ingesting Case data, which field is recommended to be associated with the Event Time field?

- A. Escalation Date
- B. Creation Date
- C. Last Modified Date
- D. Resolution Date

Answer: B

Explanation:

The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

NEW QUESTION # 102

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. Marketing Cloud Personalization Connector
- B. Commerce Cloud Connector
- C. Ingestion API
- D. Cloud Storage 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 # 103

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Mapping
- B. Data Stream Setup
- C. Segment Setup
- D. Data Transformation

Answer: C

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home.

Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 104

A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud. It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.

How should a consultant fulfill this requirement within Data Cloud?

- **A. Create one batch data transform that creates a new DLO.**
- B. Create one batch data transform per data stream.
- C. Create a streaming insight with a data action.
- D. Use formula fields when ingesting at the data stream level.

Answer: A

Explanation:

To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:

Understanding the Problem: The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket," "shoes," "SHOES") and the presence of null values need to be addressed before activation.

Why Batch Data Transform?

A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets.

By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.

Steps to Implement This Solution :

Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.

Step 2: Create a new batch data transform by selecting the relevant data stream as the source.

Step 3: Use transformation functions to normalize the product names:

Apply the PROPER() function to convert all product names to proper case.

Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").

Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored separately from the original dataset.

Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.

Why Not Other Options?

A). Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.

B). Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement.

Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.

C). Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple transforms, a single batch transform can handle all the required changes and output a unified, clean dataset.

By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.

NEW QUESTION # 105

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

Answer: C

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 # 106

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