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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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.
Topic 2	<ul style="list-style-type: none">• 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.
Topic 3	<ul style="list-style-type: none">• 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.
Topic 4	<ul style="list-style-type: none">• Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.

Topic 5	<ul style="list-style-type: none"> • Data Cloud Overview: 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.
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Salesforce Certified Data Cloud Consultant Sample Questions (Q110-Q115):

NEW QUESTION # 110

Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.

What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

- A. The B2C Commerce Order Bundle ingests 12 months of historical data.
- **B. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.**
- C. The B2C Commerce Order Bundle ingests 6 months of historical data.
- D. The B2C Commerce Order Bundle ingests 30 days of historical data.

Answer: B

Explanation:

Explanation

The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file¹². References:

* Create a B2C Commerce Data Bundle

* Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION # 111

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Today
- B. Is Between
- **C. Is Anniversary Of**
- D. Is Birthday

Answer: C

Explanation:

Explanation

To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can

create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:

* A. The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year.

For example, if the date field is 1990-01-01 and the current date is

2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.

* B. The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.

* C. The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is

2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

NEW QUESTION # 112

What does the Source Sequence reconciliation rule do in identity resolution?

- A. Includes data from sources where the data is most frequently occurring
- B. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources
- C. Sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name
- D. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source

Answer: C

Explanation:

The Source Sequence reconciliation rule sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name. This rule allows you to define which data source should be used as the primary source of truth for each attribute, and which data sources should be used as fallbacks in case the primary source is missing or invalid. For example, you can set the Source Sequence rule to use data from Salesforce CRM as the first priority, data from Marketing Cloud as the second priority, and data from Google Analytics as the third priority for the first name attribute. This way, the unified profile will use the first name value from Salesforce CRM if it exists, otherwise it will use the value from Marketing Cloud, and so on. This rule helps you to ensure the accuracy and consistency of the unified profile attributes across different data sources. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution, Reconciliation Rules

NEW QUESTION # 113

A consultant wants to build a new audience in Data Cloud.

Which three criteria can the consultant include when building a segment?

Choose 3 answers

- A. Direct attributes
- B. Related attributes
- C. Calculated Insights
- D. Data stream attributes
- E. Streaming insights

Answer: A,B,C

Explanation:

Explanation

A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:

* Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.

* Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.

* Related attributes: These are attributes that describe the relationships of an individual with other DMOs,

* such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or

transactions with different entities, such as email opens, clicks, purchases, etc.

The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms.

Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization. References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION # 114

A company wants to test its marketing campaigns with different target populations.

What should the consultant adjust in the Segment Canvas interface to get different populations?

- **A. Direct attributes, related attributes, and population filters**
- B. Population filters and direct attributes
- C. Direct attributes and related attributes
- D. Segmentation filters, direct attributions, and data sources

Answer: A

Explanation:

Segmentation in Salesforce Data Cloud:

* The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

NEW QUESTION # 115

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