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## Salesforce Certified Data Cloud Consultant Sample Questions (Q97-Q102):

### NEW QUESTION # 97

What is the primary purpose of Data Cloud?

- A. Managing sales cycles and opportunities
- B. Analyzing marketing data results
- C. Providing a golden record of a customer
- **D. Integrating and unifying customer data**

**Answer: D**

Explanation:

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference: Salesforce Data Cloud Overview

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Reference: Salesforce Data Cloud Benefits Documentation

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Reference: Salesforce Data Integration and Unification Guide

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

Reference: Salesforce Unified Customer Profile Case Studies

## NEW QUESTION # 98

A user is not seeing suggested values from newly-modeled data when building a segment.

What is causing this issue?

- A. Value suggestion can only work on direct attributes and not related attributes.
- B. Value suggestion will only return result for the first 50 values of a specific attribute.
- C. Value suggestion requires Data Aware Specialist permissions at a minimum.
- **D. Value suggestion is still processing and to be available.**

**Answer: D**

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

## NEW QUESTION # 99

A financial services firm specializing in wealth management contacts a Data Cloud consultant with an identity resolution request. The company wants to enhance its strategy to better manage individual client profiles within family portfolios.

Family members often share addresses and sometimes phone numbers but have distinct investment preferences and financial goals. The firm aims to avoid blending individual family profiles into a single entity to maintain personalized service and accurate financial advice.

Which identity resolution strategy should the consultant put in place?

- **A. Use a more restrictive design approach to ensure the match rules perform as desired.**
- B. Configure a single match rule with a single connected contact point based on address.
- C. Configure a single match rule based on a custom identifier.
- D. Use multiple contact points without individual attributes in the match rules.

**Answer: A**

Explanation:

To manage individual client profiles within family portfolios while avoiding blending profiles, the consultant should recommend a more restrictive design approach for identity resolution. Here's why:

Understanding the Requirement

The financial services firm wants to maintain distinct profiles for individual family members despite shared contact points (e.g., address, phone number).

The goal is to avoid blending profiles to ensure personalized service and accurate financial advice.

Why a Restrictive Design Approach?

Avoiding Over-Matching :

A restrictive design approach ensures that match rules are narrowly defined to prevent over-matching (e.g., merging profiles based solely on shared addresses or phone numbers).

This preserves the uniqueness of individual profiles while still allowing for some shared attributes.

Custom Match Rules :

The consultant can configure custom match rules that prioritize unique identifiers (e.g., email, social security number) over shared contact points.

This ensures that family members with shared addresses or phone numbers remain distinct.

Other Options Are Less Suitable :

A). Configure a single match rule with a single connected contact point based on address : This would likely result in over-matching and blending profiles, which is undesirable.

B). Use multiple contact points without individual attributes in the match rules : This approach lacks the precision needed to maintain distinct profiles.

D). Configure a single match rule based on a custom identifier : While custom identifiers are useful, relying on a single rule may not account for all scenarios and could lead to over-matching.

Steps to Implement the Solution

Step 1: Analyze Shared Attributes

Identify shared attributes (e.g., address, phone number) and unique attributes (e.g., email, social security number).

Step 2: Define Restrictive Match Rules

Configure match rules that prioritize unique attributes and minimize reliance on shared contact points.

Step 3: Test Identity Resolution

Test the match rules to ensure that individual profiles are preserved while still allowing for some shared attributes.

Step 4: Monitor and Refine

Continuously monitor the results and refine the match rules as needed to achieve the desired outcome.

Conclusion

A more restrictive design approach ensures that match rules perform as desired, preserving the uniqueness of individual profiles while accommodating shared attributes within family portfolios.

## NEW QUESTION # 100

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- A. Leverages match rules
- B. Creates additional contact points
- C. Creates additional rulesets
- **D. Leverages reconciliation rules**

**Answer: D**

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

## NEW QUESTION # 101

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.
- B. Data Cloud will only update the formula on a go-forward basis for new records.
- C. Data Cloud will update the formula for all records at the next incremental upsert refresh.
- D. Data Cloud does not support formula field updates for data streams of type upsert.

**Answer: A**

## NEW QUESTION # 102

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