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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<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 3	<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 4	<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 5	<ul style="list-style-type: none"> Act on Data: 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.

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

NEW QUESTION # 168

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores Individual object records with empty fields when running identity resolution rules
- B. Ignores empty fields when running the standard match rules
- C. Ignores empty fields when running reconciliation rules
- D. Ignores empty fields when running any custom match rules

Answer: C

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

Data Cloud Identity Resolution Reconciliation Rule Input

Configure Identity Resolution Rulesets

Data and Identity in Data Cloud

NEW QUESTION # 169

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

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

Answer: D

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

223-01-01, 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 # 170

A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.

What should the consultant do to fix this error?

- A. Map Account to Contact Point Email and Contact Point Phone also.
- **B. Map additional fields to the Contact Point Address DMO.**
- C. Change the cardinality to many-to-one to accommodate multiple contacts per account.
- D. Make sure that the total account records are high enough for Identity resolution.

Answer: B

NEW QUESTION # 171

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- **A. Identity Resolution**
- B. Data Cleansing
- C. Data Consolidation
- D. Harmonization

Answer: A

Explanation:

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints.

References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION # 172

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

- A. Calculated insight and segment
- B. Calculated insight and data action
- C. Streaming insight and segment
- D. Streaming insight and data action

Answer: A

Explanation:

* Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Reference:

* Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

* Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

* Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

NEW QUESTION # 173

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