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Salesforce Certified Data Cloud Consultant Sample Questions (Q14-Q19):

NEW QUESTION # 14
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments by cloning High Investment Balance Customers.
- B. Create a High Investment Balance calculated insight.
- C. Package High Investment Balance Customers in a data kit.
- D. Create new segments using nested segments.

Answer: D

Explanation:
Explanation
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
* B. A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
* C. A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components.
* D. Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 15
How does identity resolution select attributes for unified individuals when there Is conflicting information in the data model?

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

Answer: D

Explanation:
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 # 16
A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.
What is the minimum permission set needed to accommodate this use case?

- A. Data Cloud Admin
- B. Data Cloud User
- C. Data Cloud for Marketing Data Aware Specialist
- D. Data Cloud for Marketing Specialist

Answer: B

Explanation:
Explanation
The Data Cloud User permission set is the minimum permission set needed to accommodate this use case. The Data Cloud User permission set grants access to the Data Explorer feature, which allows the user to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user can also make changes to the data model object fields, such as adding or removing fields, changing field types, or creating formula fields. The Data Cloud User permission set does not grant access to other Data Cloud features or tasks, such as creating data streams, creating segments, creating activations, or managing users. The other permission sets are either too restrictive or too permissive for this use case. The Data Cloud for Marketing Specialist permission set only grants access to the segmentation and activation features, but not to the Data Explorer feature. The Data Cloud Admin permission set grants access to all Data Cloud features and tasks, including the Data Explorer

feature, but it is more than what the user needs. The Data Cloud for Marketing Data Aware Specialist permission set grants access to the Data Explorer feature, but also to the segmentation and activation features, which are not required for this use case.
References: Data Cloud Standard Permission Sets, Data Explorer, Set Up Data Cloud Unit

NEW QUESTION # 17

A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".
Which two troubleshooting tips should help remedy this issue?
Choose 2 answers

- A. Use calculated insights in order to reduce the complexity of the segmentation query.
- B. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
- C. Space out the segment schedules to reduce DLO load.
- D. Split the segment into smaller segments.

Answer: A,D

Explanation:
The error "Segment references too many data lake objects (DLOs)" occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:
Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error. The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.
Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute. For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.
The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs) is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment query complexity.
Reference:
Troubleshoot Segment Errors
Create a Calculated Insight
Create a Segment in Data Cloud

NEW QUESTION # 18

A marketing manager at Northern Trail Outfitters wants to Improve marketing return on investment (ROI) by tapping into Insights from Data Cloud Segment Intelligence.
Which permission set does a user need to set this up?

- A. Cloud Marketing Manager
- B. Data Cloud Admin
- C. Data Cloud Data Aware Specialist
- D. Data Cloud User

Answer: B

NEW QUESTION # 19

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