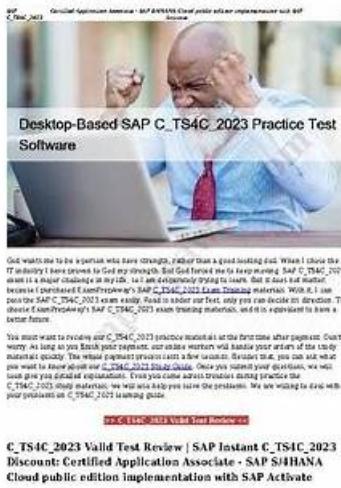


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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q82-Q87):

NEW QUESTION # 82

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

Answer: A,B,C

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 # 83

Which two requirements must be met for a calculated insight to appear in the segmentation canvas?

Choose 2 answers

- A. The calculated insight must contain a dimension including the Individual or Unified Individual Id.
- B. The primary key of the segmented table must be a dimension in the calculated insight.
- C. The metrics of the calculated insights must only contain numeric values.
- D. The primary key of the segmented table must be a metric in the calculated insight.

Answer: A,B

Explanation:

A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:

The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.

The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.

NEW QUESTION # 84

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 Data Aware Specialist
- C. Data Cloud Admin
- D. Data Cloud User

Answer: C

Explanation:

To configure and use Segment Intelligence in Salesforce Data Cloud for improving marketing ROI, the user requires administrative privileges. Here's the detailed analysis:

Data Cloud Admin (Option D):

Permission Set Scope:

The Data Cloud Admin permission set grants full access to configure advanced Data Cloud features, including Segment Intelligence, which provides AI-driven insights (e.g., audience trends, engagement metrics).

Admins can define metrics, enable predictive models, and analyze segment performance, all critical for optimizing marketing ROI.

Official Documentation:

Salesforce's Data Cloud Permission Sets Guide explicitly states that Segment Intelligence configuration and management require administrative privileges. Only the Data Cloud Admin role can modify data model settings, access AI/ML tools, and apply segment recommendations (Source: "Admin vs. Standard User Permissions").

Why "Cloud Marketing Manager (C)" Is Incorrect:

No Standard Permission Set:

"Cloud Marketing Manager" is not a standard Salesforce Data Cloud permission set. This option may conflate Marketing Cloud roles (e.g., Marketing Manager) with Data Cloud's permission structure.

Marketing Cloud vs. Data Cloud:

While Marketing Cloud has roles like "Marketing Manager," Data Cloud uses distinct permission sets (Admin, User, Data Aware Specialist). Segment Intelligence is a Data Cloud feature and requires Data Cloud-specific permissions.

Other Options:

Data Cloud Data Aware Specialist (A): Provides read-only access to data governance tools but lacks permissions to configure Segment Intelligence.

Data Cloud User (B): Allows basic segment activation and viewing but cannot set up AI-driven insights.

Steps to Validate:

Step 1: Assign the Data Cloud Admin permission set via Setup > Users > Permission Sets.

Step 2: Navigate to Data Cloud > Segment Intelligence to configure analytics, review AI recommendations, and optimize segments.

Step 3: Use insights to refine targeting and measure ROI improvements.

Conclusion: The Data Cloud Admin permission set is required to configure and leverage Segment Intelligence, as it provides the necessary administrative rights to Data Cloud's advanced analytics and AI tools. "Cloud Marketing Manager" is not a valid permission set in Data Cloud.

NEW QUESTION # 85

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO's desire to separate its data by brand?

- A. Data streams for each brand
- B. Data model objects for each brand
- **C. Data spaces for each brand**
- D. Data sources for each brand

Answer: C

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit¹. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation². For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands³. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand⁴. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand⁵. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. Reference: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION # 86

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

Answer: B

Explanation:

* Segmentation in Salesforce Data Cloud:

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

Reference:

* Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

* Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

* Practical Application:

11 Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

NEW QUESTION # 87

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