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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• 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.</li></ul>

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## Salesforce Data-Cloud-Consultant Study Reference - Data-Cloud-Consultant Valid Exam Simulator

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### Salesforce Certified Data Cloud Consultant Sample Questions (Q101-Q106):

#### NEW QUESTION # 101

A customer has a custom Customer Email\_\_c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- **A. Contact Point\_Email**
- B. Contact
- C. Custom customer Email\_\_c object
- D. Individual

**Answer: A**

Explanation:

The Contact Point\_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point\_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email\_\_c object. The other options are not the correct data entities to map to because:

A: The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

C: The custom Customer Email\_\_c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point\_Email object, but it is not a data entity itself.

D: The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point\_Email | Object Reference for the Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

#### NEW QUESTION # 102

A Data Cloud Consultant is in the process of setting up data streams for a new service-based data source.

When ingesting Case data, which field is recommended to be associated with the Event Time field?

- A. Escalation Date
- **B. Last Modified Date**
- C. Creation Date
- D. Resolution Date

**Answer: B**

Explanation:

Explanation

The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date,

Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

#### NEW QUESTION # 103

A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis.

What is the most efficient option to allow for this capability?

- A. Create a nested segment.
- B. Create a segment and copy it for each brand.
- C. Create a reusable container block with common criteria.
- D. Create, publish, and deploy a data kit.

**Answer: C**

Explanation:

The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.

The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.

Reference:

Create a Container Block

Create a Segment in Data Cloud

Create and Publish a Data Kit

Create a Nested Segment

#### NEW QUESTION # 104

A consultant is setting up a data stream with transactional data, Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

- A. Number
- B. Serial
- C. Decimal
- D. Text

**Answer: D**

Explanation:

The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved.

This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data<sup>123</sup>. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. References:

\* Zeros at the start of a field appear to be omitted in Data Exports

\* Keep First '0' When Importing a CSV File

\* Import and export address fields that begin with a zero or contain a plus symbol

#### NEW QUESTION # 105

A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally Identifiable information (PII).

How should the fields be mapped to support identity resolution?

- A. Create a new custom object with fields that directly match the incoming table.
- B. Map all fields to the Customer object.
- **C. Map name to the Individual object and email address to the Contact Phone Email object.**
- D. Map all fields to the Individual object, adding a custom field for the email address.

**Answer: C**

Explanation:

To support identity resolution in Data Cloud, the fields from the Master Customer table should be mapped to the standard data model objects that are designed for this purpose. The Individual object is used to store the name and other personally identifiable information (PII) of a customer, while the Contact Phone Email object is used to store the primary email address and other contact information of a customer. These objects are linked by a relationship field that indicates the contact information belongs to the individual. By mapping the fields to these objects, Data Cloud can use the identity resolution rules to match and reconcile the profiles from different sources based on the name and email address fields. The other options are not recommended because they either create a new custom object that is not part of the standard data model, or map all fields to the Customer object that is not intended for identity resolution, or map all fields to the Individual object that does not have a standard email address field. Reference: Data Modeling Requirements for Identity Resolution, Create Unified Individual Profiles

## NEW QUESTION # 106

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