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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q94-Q99):

NEW QUESTION # 94

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, publish, and deploy a data kit.
- B. Create a segment and copy it for each brand.

- C. Create a nested segment.
- **D. Create a reusable container block with common criteria.**

Answer: D

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.

Create a Container Block

Create a Segment in Data Cloud

Create and Publish a Data Kit

Create a Nested Segment

NEW QUESTION # 95

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Data Source Object (DSO)
- B. Data Lake Object (DLO)
- C. Custom DMO
- **D. Standard DMO**

Answer: D

Explanation:

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION # 96

What is Data Cloud's primary value to customers?

- A. A single source of truth for all anonymous data
- B. A platform that can update all connected systems with a golden record in real-time
- **C. A platform that provides a unified view of a customer and their related data**
- D. A platform that can create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: C

Explanation:

Data Cloud's primary value to customers is that it provides a platform that enables customers to create a unified view of a customer and their related data across different channels and systems, using the Customer 360 data model as the foundation. References: [Data Cloud Overview], [Customer 360 Data Model]

NEW QUESTION # 97

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Standard Big Objects
- **B. Custom Objects**

- C. Standard Objects
- D. Custom Big Objects

Answer: B,C

Explanation:

The Salesforce CRM connector supports ingestion of standard objects and custom objects from Salesforce CRM. Standard objects are predefined objects that are included with Salesforce CRM, such as Account, Contact, Lead, etc. Custom objects are objects that customers can create to store information that is specific to their organization or industry. Reference: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]

NEW QUESTION # 98

Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.

As best practice, which sequence of actions should the consultant use to implement this request?

- A. Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion synchronize future data as It becomes available.
- B. Use streaming ingestion to first load the last 90 days of data, and then use bulk Ingestion to synchronize future data as It becomes available.
- C. Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as It becomes available.
- D. Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as It becomes available.

Answer: C

Explanation:

Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.

Bulk Ingestion: Use Salesforce Data Cloud's bulk ingestion tools to load the historical data quickly and efficiently.

Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real-time data updates.

Streaming Ingestion: Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.

Sequence of Actions:

Step 1: Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.

Step 2: Set up streaming ingestion to handle ongoing updates and new data as it becomes available.

Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near real-time, providing the marketing department with the most up-to-date data.

References:

Salesforce Data Cloud Ingestion Methods

Salesforce Bulk Data Ingestion

Salesforce Streaming Data Ingestion

NEW QUESTION # 99

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