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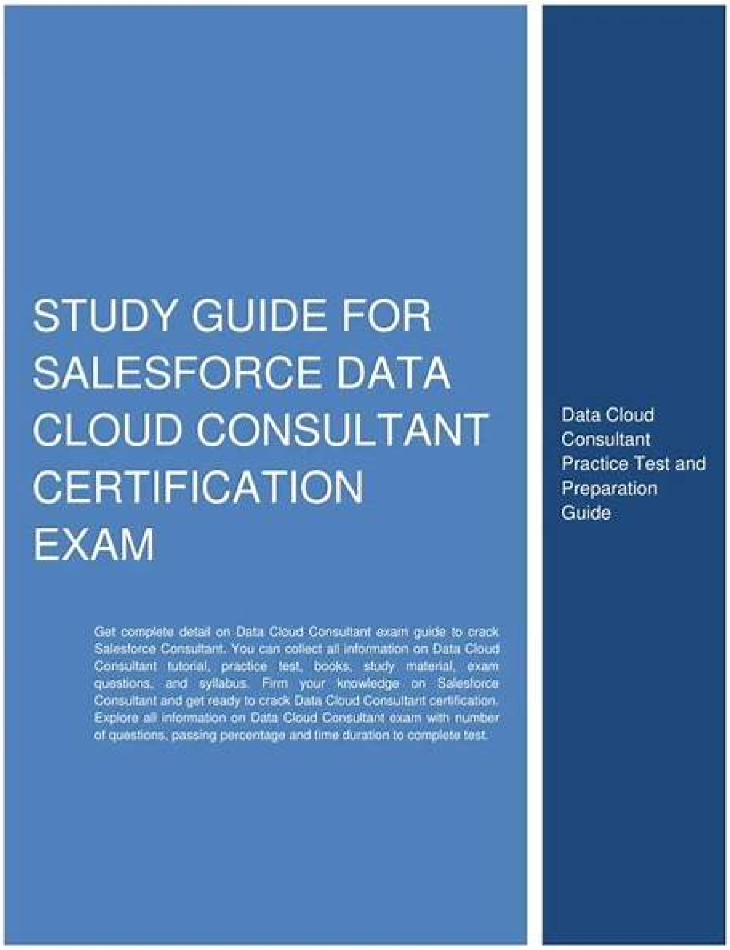

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When asked about the opinion about the exam, most people may think that it's not a quite easy thing, and some people even may think that it's a difficult thing. Data-Cloud-Consultant learning materials of us include the questions and answers, which will show you the right answers after you finish practicing. Data-Cloud-Consultant Online Test engine can record the test history and have a performance review, with this function you can have a review of what you have learned.

Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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.

Topic 3	- 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q19-Q24):

NEW QUESTION # 19
A customer wants to create segments of users based on their Customer Lifetime Value.
However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).
Which sequence of steps should the consultant follow to achieve this requirement?

- A. Create Calculated Insight > Map Data to Data Model> Ingest Data > Use in Segmentation
- B. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation
- C. Create Calculated Insight > Ingest Data > Map Data to Data Model> Use in Segmentation
- D. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer: B

Explanation:
To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams1. The second step is to map the source data to the data model, which defines the structure and attributes of the data2. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes3. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION # 20
Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.
How should the consultant provide this list to NTO?

- A. Create the segment, select Email as the activation target, and activate the segment di nearly to NTO.
- B. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
- C. Create the segment and then click Download to obtain the segment membership details to provide to NTO.

- D. Create the segment and then activate the segment to NTO's Salesforce CRM.

Answer: B

Explanation:
Segment Creation in Data Cloud: Salesforce Data Cloud allows the creation of segments based on specific criteria for targeted marketing campaigns.
Activation Targets: After creating a segment, it must be activated to make the data available for use. Various activation targets can be configured based on how the segment data will be used.
File Storage Activation Target: To provide a list of contacts fitting a segment, creating a file storage activation target allows the segment data to be exported as a file. This file can then be shared with NTO for their mailing campaign.
Process:
* Define the segment criteria in Salesforce Data Cloud.
* Create a new file storage activation target.
* Activate the segment to this target, which generates a downloadable file containing the segment membership details.
References:
* Salesforce Data Cloud Documentation: Segmentation
* Salesforce Data Cloud Activation

NEW QUESTION # 21
A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.
Which configuration change should a consultant consider in order to increase the consolidation rate?

- A. Change reconciliation rules to Most Occurring.
- B. Increase the number of matching rules.
- C. Include additional attributes in the existing matching rules.
- D. Reduce the number of matching rules.

Answer: B

Explanation:
The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as 1 - (number of unified individuals / number of source individuals). For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes. By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. Reference: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION # 22
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. Space out the segment schedules to reduce DLO load.
- B. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
- C. Use calculated insights in order to reduce the complexity of the segmentation query.
- D. Split the segment into smaller segments.

Answer: C,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.
Troubleshoot Segment Errors
Create a Calculated Insight
Create a Segment in Data Cloud

NEW QUESTION # 23
A consultant notices that the unified individual profile is not storing the latest email address.
Which action should the consultant take to troubleshoot this issue?

- A. Confirm that the reconciliation rules are correctly used.
- B. Remove any old email addresses from Salesforce CRM.
- C. Verify and update the email address in the source systems if needed.
- D. Check if the mapping of DLO objects is correct to Contact Point Email.

Answer: A

Explanation:
Understanding Unified Individual Profile:
The unified individual profile combines data from multiple sources to create a comprehensive view of each customer.
Reference: Salesforce Unified Profile Documentation
Issue with Latest Email Address:
If the latest email address is not being stored, the reconciliation rules, which determine how data from different sources is combined and updated, may be incorrectly configured.
Reference: Salesforce Data Reconciliation Overview
Reconciliation Rules:
These rules define which data source has priority and how conflicts are resolved when combining data.
Ensuring that these rules are correctly configured is essential for maintaining accurate and up-to-date profiles.
Reference: Salesforce Reconciliation Rules Guide
Steps to Troubleshoot:
Navigate to the reconciliation rules settings in Salesforce Data Cloud.
Review the current rules to ensure the correct handling of email addresses.
Verify that the rules prioritize the most recent data and handle duplicates appropriately.
Reference: Salesforce Reconciliation Rules Configuration Documentation

NEW QUESTION # 24
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