

Salesforce Data-Con-101 Cert Guide & Reliable Data-Con-101 Test Labs



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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 2	<ul style="list-style-type: none">• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 3	<ul style="list-style-type: none">• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.
Topic 4	<ul style="list-style-type: none">• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 5	<ul style="list-style-type: none">• Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.

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Realistic Salesforce Data-Con-101 Exam Questions with Accurate Answers

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Salesforce Data-Con-101 and start this journey right now. For the well and Salesforce Data-Con-101 Exam Dumps preparation, you can get help from Salesforce Data-Con-101 which will provide you with everything that you need to learn, prepare and pass the Salesforce Certified Data Cloud Consultant (Data-Con-101) certification exam.

Salesforce Certified Data Cloud Consultant Sample Questions (Q146-Q151):

NEW QUESTION # 146

What does it mean to build a trust-based, first-party data asset?

- A. To provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all compliance regulations
- C. To obtain competitive data from reliable sources through interviews, surveys, and polls
- D. To ensure opt-in consents are collected for all email marketing as required by law

Answer: A

Explanation:

Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust-based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards. References: Use first-party data for a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

NEW QUESTION # 147

What is the role of artificial intelligence (AI) in Data Cloud?

- A. Generating email templates for use cases
- B. Enhancing customer interactions through insights and predictions
- C. Automating data validation
- D. Creating dynamic data-driven management dashboards

Answer: B

Explanation:

Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

References:

Salesforce Data Cloud AI Capabilities

Salesforce AI for Customer Interaction

NEW QUESTION # 148

A consultant is ingesting a list of employees from their human resources database that they want to segment on.

Which data stream category should the consultant choose when ingesting this data?

- A. Other Data

- B. Contact Data
- C. Profile Data
- D. Engagement Data

Answer: A

Explanation:

Categories of Data Streams:

Profile Data: Customer profiles and demographic information.

Contact Data: Contact points like email and phone numbers.

Other Data: Miscellaneous data that doesn't fit into the other categories.

Engagement Data: Interactions and behavioral data.

Reference: Salesforce Data Stream Categories

Ingesting Employee Data:

Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.

"Other Data" is appropriate for non-customer-specific data like employee information.

Reference: Salesforce Data Ingestion Guide

Steps to Ingest Employee Data:

Navigate to the data ingestion settings in Salesforce Data Cloud.

Select "Create New Data Stream" and choose the "Other Data" category.

Map the fields from the HR database to the corresponding fields in Data Cloud.

Reference: Salesforce Data Ingestion Tutorial

Practical Application:

Example: A company ingests employee data to segment internal communications or analyze workforce metrics.

Choosing the "Other Data" category ensures that this non-customer data is correctly managed and utilized.

Reference: Salesforce Data Management Case Studies

NEW QUESTION # 149

What is Data Cloud's primary value to customers?

- A. To connect all systems with a golden record
- **B. To provide a unified view of a customer and their related data**
- C. To create a single source of truth for all anonymous data
- D. To create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: B

Explanation:

Data Cloud is a platform that enables you to activate all your customer data across Salesforce applications and other systems. Data Cloud allows you to create a unified profile of each customer by ingesting, transforming, and linking data from various sources, such as CRM, marketing, commerce, service, and external data providers. Data Cloud also provides insights and analytics on customer behavior, preferences, and needs, as well as tools to segment, target, and personalize customer interactions. Data Cloud's primary value to customers is to provide a unified view of a customer and their related data, which can help you deliver better customer experiences, increase loyalty, and drive growth. References: Salesforce Data Cloud, When Data Creates Competitive Advantage

NEW QUESTION # 150

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 Individual object, adding a custom field for the email address.
- C. Map all fields to the Customer object.
- **D. Map name to the Individual object and email address to the Contact Phone Email object.**

Answer: D

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. References: Data Modeling Requirements for Identity Resolution, Create Unified Individual Profiles

NEW QUESTION # 151

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