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## Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q35-Q40):

### NEW QUESTION # 35

A customer needs to integrate in real time with Salesforce CRM.  
Which feature accomplishes this requirement?

- A. Data actions and Lightning web components
- B. Sales and Service bundle
- C. Streaming transforms
- D. Data model triggers

**Answer: C**

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates

between the CRM data source and Data Cloud in near-real time<sup>1</sup>. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation<sup>2</sup>.

The other options are incorrect for the following reasons:

B . Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted<sup>3</sup>. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C . Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources<sup>4</sup>. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D . Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications<sup>5</sup>. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

Reference:

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

6: [Data Model in Data Cloud] unit on Trailhead

7: [Create a Data Model Object] article on Salesforce Help

8: [Data Sources in Data Cloud] unit on Trailhead

9: [Connect and Ingest Data in Data Cloud] article on Salesforce Help

10: [Data Spaces in Data Cloud] unit on Trailhead

11: [Create a Data Space] article on Salesforce Help

12: [Segments in Data Cloud] unit on Trailhead

13: [Create a Segment] article on Salesforce Help

14: [Activations in Data Cloud] unit on Trailhead

15: [Create an Activation] article on Salesforce Help

### NEW QUESTION # 36

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).

Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

- A. Sales Order > Individual > Unified Individual
- **B. Unified Individual > Unified Link Individual > Sales Order**
- C. Sales Order > Unified Individual
- D. Unified Individual > Individual > Sales Order

**Answer: B**

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution<sup>1</sup>. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system<sup>2</sup>. The Sales Order DMO represents the sales order information from a source system<sup>3</sup>. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile<sup>4</sup>. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. Reference: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

### NEW QUESTION # 37

Northern Trail Outfitters unifies individuals in its Data Cloud instance.

Which three features can a consultant use to validate the data on a unified profile?

Choose 3 answers

- A. Profile Explorer
- B. Identity Resolution
- C. Query APL
- D. Data Explorer
- E. Data Actions

**Answer: A,B,D**

Explanation:

Explanation

To validate the data on a unified profile, the consultant can use the following features:

\* Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources<sup>1</sup>.

\* Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities<sup>2</sup>.

\* Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions<sup>3</sup>. References:

\* 1: Identity Resolution in Data Cloud

\* 2: Data Explorer in Data Cloud

\* 3: Profile Explorer in Data Cloud

### NEW QUESTION # 38

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.

What should NTO do to ensure the best email address is activated?

- A. Include Contact Point Email object Is Active field as a match rule.
- B. Set the default reconciliation rule to Last Updated.
- C. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.
- D. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.

**Answer: C**

Explanation:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. Reference: Configure Activations, Use Source Priority Order in Activations

### NEW QUESTION # 39

A consultant needs to minimize the difference between a Data Cloud segment population and Marketing Cloud data extension count to determine the true size of segments for campaign planning.

What should the consultant recommend to filter the segments by to accomplish this?

- A. Geographical divisions
- B. Marketing Cloud Journeys
- C. Business units
- D. User preferences for marketing outreach

**Answer: D**

Explanation:

Segment Population vs. Data Extension Count: Minimizing the difference between Data Cloud segment populations and Marketing Cloud data extensions ensures accurate segment sizes for campaign planning.

Filtering by User Preferences: By filtering segments based on user preferences for marketing outreach, you ensure that only those contacts who have opted in or are eligible for marketing campaigns are included. This aligns the segment population in Data Cloud with the counts in Marketing Cloud.

Process:

- \* Define Preferences: Ensure that user preferences for marketing outreach are clearly defined and captured in the system.
- \* Filter Segments: Use these preferences to filter segments in Data Cloud, ensuring only the relevant contacts are included.

Benefits:

- \* Accuracy: Increases the accuracy of segment sizes by including only those who have opted in for marketing.
- \* Compliance: Helps in complying with regulatory requirements for marketing communications.

References:

- \* Salesforce Data Cloud Segmentation
- \* Marketing Cloud Data Extensions

## NEW QUESTION # 40

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