

Best Salesforce Data-Cloud-Consultant test training guide



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <ul style="list-style-type: none">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. |
| Topic 2 | <ul style="list-style-type: none">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. |
| Topic 3 | <ul style="list-style-type: none">Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs. |

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Salesforce Certified Data Cloud Consultant Sample Questions (Q16-Q21):

NEW QUESTION # 16

A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants. How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

- A. Place the attributes for product and product type as direct attributes.
- B. Place the attributes for product color and product type in a single container.
- C. Place the attribute for product color in one container and the attribute for product type in another container.
- D. Place an attribute for the "black" calculated insight to dynamically apply

Answer: B

Explanation:

To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:

- * Create a Segment in Data Cloud
- * Learn About Segmentation Tools
- * Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION # 17

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.

What are two of the available datasets in Marketing Cloud Starter Data Bundles?

Choose 2 answers

- A. Loyalty Management
- B. MobilePush
- C. MobileConnect
- D. Personalization

Answer: B,C

Explanation:

Explanation

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud1. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush2. These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications2. By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys1. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience3. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers4. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

NEW QUESTION # 18

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Mapping
- B. Data Transformation
- C. Data Stream Setup

- D. Segment Setup

Answer: D

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). Reference: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 19

A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour. How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

- A. Set the journey entry schedule to run every hour.
- B. Set the insights aggregation time window to 1 hour.
- C. Configure the data to be ingested in hourly batches.
- D. Set the activation schedule to hourly.

Answer: A

NEW QUESTION # 20

What is the primary purpose of Data Cloud?

- A. Analyzing marketing data results
- B. Providing a golden record of a customer
- C. Managing sales cycles and opportunities
- D. Integrating and unifying customer data

Answer: D

Explanation:

* Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference:

* Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

* Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

* Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

NEW QUESTION # 21

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