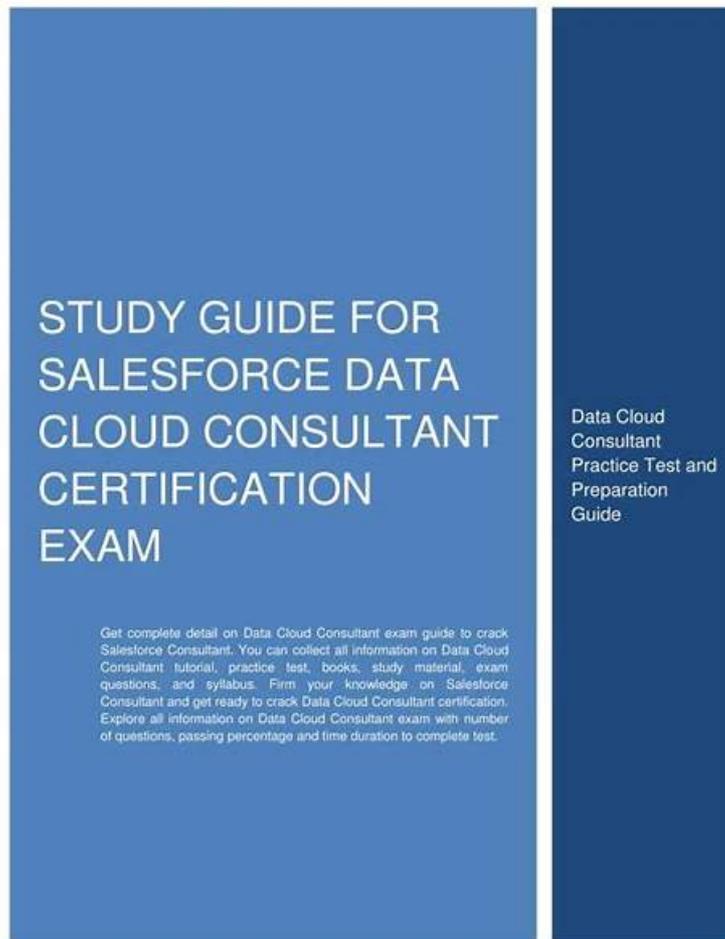


Data-Cloud-Consultant参考書、Data-Cloud-Consultant日本語受験攻略



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>> Data-Cloud-Consultant参考書 <<

Salesforce Data-Cloud-Consultant日本語受験攻略、Data-Cloud-Consultant最新資料

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Salesforce Certified Data Cloud Consultant 認定 Data-Cloud-Consultant 試験問題 (Q150-Q155):

質問 # 150

What is a key functionality of Data Cloud?

- A. To help users build a heat map using their data
- B. To give a persistent ID for unified profiles
- C. To create a master data management (MUM) strategy
- **D. To build insights on unified profiles**

正解: D

解説:

A key functionality of Salesforce Data Cloud is its ability to build insights on unified profiles . Here's why this is the correct answer:

Understanding the Functionality of Data Cloud

Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources.

Its primary purpose is to provide actionable insights that drive personalized customer experiences.

Why Build Insights on Unified Profiles?

Unified Profiles :

Data Cloud creates a unified profile by combining data from various sources (e.g., CRM, Marketing Cloud, external systems).

This single view of the customer enables organizations to understand behaviors, preferences, and interactions across touchpoints.

Building Insights :

Insights derived from unified profiles help organizations make data-driven decisions.

Examples include identifying high-value customers, predicting churn, and personalizing marketing campaigns.

Other Options Are Less Relevant :

A . To create a master data management (MDM) strategy : While Data Cloud supports data unification, it is not primarily an MDM tool.

B . To give a persistent ID for unified profiles : Persistent IDs are a feature of unified profiles but not the core functionality of Data Cloud.

D . To help users build a heat map using their data : Heat maps are a visualization tool, not a core functionality of Data Cloud.

Steps to Build Insights on Unified Profiles

Step 1: Ingest Data

Bring in customer data from multiple sources into Data Cloud.

Step 2: Create Unified Profiles

Use identity resolution to merge related records into a single unified profile.

Step 3: Analyze Data

Use tools like calculated insights, segments, and dashboards to derive actionable insights.

Step 4: Activate Insights

Use the insights to personalize customer experiences in downstream systems (e.g., Marketing Cloud, Sales Cloud).

Conclusion

The key functionality of Salesforce Data Cloud is to build insights on unified profiles , enabling organizations to deliver personalized and impactful customer experiences.

質問 # 151

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.

Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- A. Loyalty Identification object
- **B. Party Identification object**
- C. Individual object
- D. Contact Identification object

正解: B

解説:

The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.

Reference:

Data Modeling Requirements for Identity Resolution

Identity Resolution in a Data Space

Configure Identity Resolution Rulesets

Map Required Objects

Data and Identity in Data Cloud

質問 # 152

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

- A. Streaming insight and data action
- B. Calculated insight and data action
- C. Calculated insight and segment
- D. Streaming insight and segment

正解: C

解説:

Understanding the Use Case:

* The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

質問 # 153

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.

Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

- A. Use an S3 Encrypted Username and Password.
- B. Use an S3 Access Key and Secret Key.
- C. Use a JWT Token generated on S3.
- D. Use an S3 Private Key Certificate.

正解: B

解説:

To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. Reference: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog Learn more [1help.salesforce.com/2developer.salesforce.com](https://help.salesforce.com/2developer.salesforce.com)

質問 # 154

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- A. Individual
- B. Custom customer Email__c object
- **C. Contact Point_Email**
- D. Contact

正解: C

解説:

Explanation

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email__c object. The other options are not the correct data entities to map to because:

* A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

* C. The custom Customer Email__c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

* D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers,

[Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

質問 # 155

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