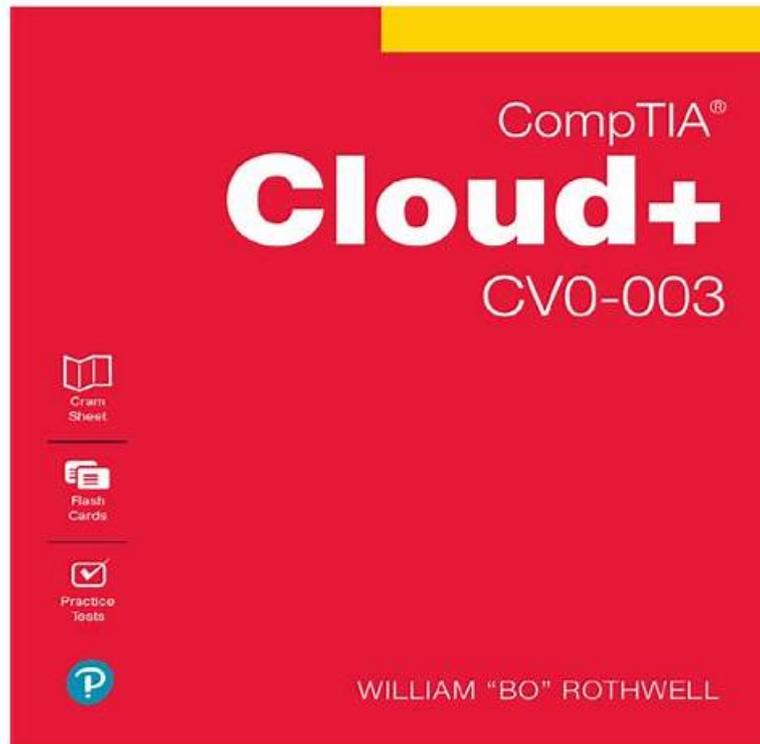


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## Salesforce Certified Data Cloud Consultant Sample Questions (Q54-Q59):

### NEW QUESTION # 54

During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.

Which two considerations should the consultant inform the customer about?

Choose 2 answers

- A. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds.
- B. Data deletion requests are processed within 1 hour.
- C. Data deletion requests are submitted for Individual profiles.
- D. Data deletion requests are reprocessed at 30, 60, and 90 days.

**Answer: A,C**

Explanation:

Explanation

When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:

\* Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.

\* Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D): When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

### NEW QUESTION # 55

Northern Trail Outfitters wants to create a segment with customers that have purchased in the last 24 hours. The segment data must be as up to date as possible.

What should the consultant Implement when creating the segment?

- A. Use Einstein segmentation optimization to collect data from the last 24 hours.
- B. Use standard segment with a publish interval of 30 minutes.
- C. Use streaming insights for near real-time segmentation results.
- D. Use rapid segments with a publish interval of 1 hour.

**Answer: C**

### NEW QUESTION # 56

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud does not support formula field updates for data streams of type upsert.
- B. Data Cloud will only update the formula on a go-forward basis for new records.
- C. Data Cloud will update the formula for all records at the next incremental upsert refresh.
- D. Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.

**Answer: C**

Explanation:

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

#### NEW QUESTION # 57

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.

Which two steps should the consultant take to address this new use case?

Choose 2 answers

- **A. Create a matching rule based on party identification that matches on CRM ID as the party identification name.**
- B. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.
- C. Create a custom matching rule for an exact match on the Individual ID attribute.
- **D. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.**

**Answer: A,D**

Explanation:

Explanation

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

#### NEW QUESTION # 58

A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.

To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats.

What is the most efficient way to guarantee that the various phone number formats are standardized?

- A. Edit and update the data in the source system prior to sending to Data Cloud.
- B. Create a formula field to standardize the format.
- **C. Assign the PhoneNumber field type when creating the data stream.**
- D. Create a calculated insight after ingestion.

**Answer: C**

Explanation:

Explanation

The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns. The other options are either more time-consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number

## NEW QUESTION # 59

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