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>> Data-Con-101 Latest Exam Notes <<

Pass Guaranteed 2026 Salesforce High Hit-Rate Data-Con-101: Salesforce Certified Data Cloud Consultant Latest Exam Notes

The Salesforce Certified Data Cloud Consultant (Data-Con-101) certification is a requirement if you want to succeed in the Salesforce industry quickly. But after deciding to take the Data-Con-101 exam, the next challenge you face is the inability to find genuine Data-Con-101 Questions for quick preparation. People who don't study with Data-Con-101 real dumps fail the test and lose their precious resources.

Salesforce Certified Data Cloud Consultant Sample Questions (Q41-Q46):

NEW QUESTION # 41
What is Data Cloud's primary value to customers?

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

Answer: D

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 # 42
Data Cloud receives a nightly file of all ecommerce transactions from the previous day.
Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages.
What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- A. Ensure the segments are set to Rapid Publish and set to refresh every hour.
- B. Set a refresh schedule for the calculated insights to occur every hour.
- C. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.
- D. Ensure the activations are set to Incremental Activation and automatically publish every hour.

Answer: C

Explanation:
The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.
The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values.
However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data. References: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

NEW QUESTION # 43

A consultant at Northern Trail Outfitters is implementing Data Cloud and creating an activation target for their segment.
For activation membership, which object should the consultant choose?

- A. Data Model Object
- B. Data Activation Object
- C. Data Segmentation Object
- D. Data Lake Object

Answer: C

Explanation:
In Salesforce Data Cloud, activation membership refers to the individuals or records that qualify for a specific segment and are eligible to be activated (e.g., sent to external systems like Marketing Cloud). Here's the breakdown:
Data Segmentation Object (Option C):
Segments in Data Cloud are stored as Data Segmentation Objects, which include metadata about the segment (e.g., logic, filters) and its membership (the records/individuals that meet the criteria).
When configuring an activation target, you select the segment (and its membership) stored in the Data Segmentation Object to send to downstream systems.
Salesforce's official documentation confirms that segments and their memberships are managed through the Data Segmentation Object (Source: Salesforce Data Cloud Implementation Guide, "Segmentation and Activation").
Why Other Options Are Incorrect:
Data Model Object (A): Represents the structured data model (e.g., standard or custom objects like Individual or Account) but does not store segment membership.
Data Activation Object (B): A distractor; no such standard object exists in Data Cloud. Activation is a process that uses the Data Segmentation Object.
Data Lake Object (D): Stores raw, unprocessed data ingested into Data Cloud and is not directly used for activation.
Conclusion: For activation membership, the consultant must select the Data Segmentation Object to reference the segment's qualified members.

NEW QUESTION # 44

Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.
How should the consultant provide this list to NTO?

- A. Create the segment and then click Download to obtain the segment membership details to provide to NTO.
- B. Create the segment and then activate the segment to NTO's Salesforce CRM.
- C. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
- D. Create the segment, select Email as the activation target, and activate the segment di nearly to NTO.

Answer: D

NEW QUESTION # 45

What are the two minimum requirements needed when using the Visual Insights Builder to create a calculated insight?
Choose 2 answers

- A. At least one measure
- B. At least one dimension
- C. At least two objects to Join
- D. A WHERE clause

Answer: A,B

Explanation:
Introduction to Visual Insights Builder:
The Visual Insights Builder in Salesforce Data Cloud is a tool used to create calculated insights, which are custom metrics derived from the existing data.
Reference: Salesforce Visual Insights Builder Documentation
Requirements for Creating Calculated Insights:

Measure: A measure is a quantitative value that you want to analyze, such as revenue, number of purchases, or total time spent on a platform.
Dimension: A dimension is a qualitative attribute that you use to categorize or filter the measures, such as date, region, or customer segment.
Reference: Salesforce Insights Builder Guide
Steps to Create a Calculated Insight:
Navigate to the Visual Insights Builder within Salesforce Data Cloud.
Select "Create New Insight" and choose the dataset.
Add at least one measure: This could be any metric you want to analyze, such as "Total Sales." Add at least one dimension: This helps to break down the measure, such as "Sales by Region." Reference: Salesforce Calculated Insights Creation Tutorial Practical Application:
Example: To create an insight on "Average Purchase Value by Region," you would need:
A measure: Total Purchase Value.
A dimension: Customer Region.
This allows for actionable insights, such as identifying high-performing regions.

NEW QUESTION # 46

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