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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 2	<ul style="list-style-type: none">• Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 3	<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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q69-Q74):

NEW QUESTION # 69

Which consideration related to the way Data Cloud ingests CRM data is true?

- A. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
- **B. The CRM Connector allows standard fields to stream into Data Cloud in real time.**
- C. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.
- D. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.

Answer: B

Explanation:

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to-date and accurate CRM data for segmentation and activation¹.

The other options are incorrect for the following reasons:

A). CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page². This option is false.

B). The CRM Connector's synchronization times can be customized to up to 60-minute intervals, not 15-minute intervals³. This option is false.

C). Formula fields are not refreshed at regular sync intervals, but only at the next full refresh⁴. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered. This option is false.

1: Connect and Ingest Data in Data Cloud article on Salesforce Help

2: Data Sources in Data Cloud unit on Trailhead

3: Data Cloud for Admins module on Trailhead

4: [Formula Fields in Data Cloud] unit on Trailhead

[Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION # 70

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- **A. Transaction**
- B. Individual
- C. Engagement
- D. Sales Order

Answer: A

Explanation:

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud.

Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION # 71

A user is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

- A. Value suggestion requires Data Aware Specialist permissions at a minimum.
- B. Value suggestion will only return result for the first 50 values of a specific attribute.
- C. Value suggestion can only work on direct attributes and not related attributes.
- **D. Value suggestion is still processing and to be available.**

Answer: D

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION # 72

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why. What are two likely explanations for the increase?

Choose 2 answers

- A. Identity resolution rules have been removed to reduce the number of matched profiles.
- **B. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.**
- C. Duplicates have been removed from source system data streams.
- **D. New data sources have been added to Data Cloud that largely overlap with the existing profiles.**

Answer: B,D

Explanation:

The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as $1 - (\text{number of unified profiles} / \text{number of source profiles})$. A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:

* New data sources have been added to Data Cloud that largely overlap with the existing profiles. This

* means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources.

For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one.

When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.

* Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.

References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION # 73

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 time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

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 deleted³. 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 sources⁴. 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 applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

References:

- 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 # 74

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