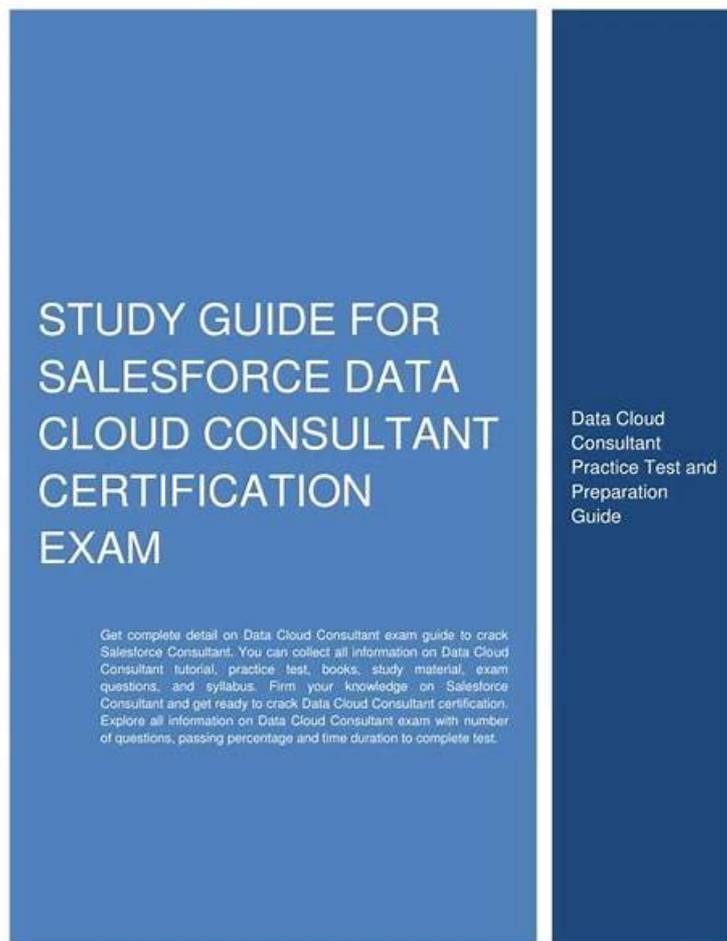


Data-Cloud-Consultant Exam Overview - Free Data-Cloud-Consultant Study Material



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none">Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.

Topic 4	<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.
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>> **Data-Cloud-Consultant Exam Overview** <<

Beware! Get Real Salesforce Data-Cloud-Consultant Dumps for Easy Exam Prep

The Salesforce Data-Cloud-Consultant certification exam is a crucial part of career development in the tech sector. Cracking the Salesforce Certified Data Cloud Consultant (Data-Cloud-Consultant) exam strengthens your chances of landing high-paying jobs and promotions. Yet, preparing for the Data-Cloud-Consultant Exam can be challenging, and many working applicants struggle to find Data-Cloud-Consultant practice test questions they require to be successful in their pursuit.

Salesforce Certified Data Cloud Consultant Sample Questions (Q35-Q40):

NEW QUESTION # 35

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

Answer: A

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 Format, Salesforce Data Cloud Exam Questions

NEW QUESTION # 36

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. Data model triggers
- **D. Streaming transforms**

Answer: D

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 # 37

A bank collects customer data for its loan applicants and high net worth customers. A customer can be both a loan applicant and a high net worth customer, resulting in duplicate data.

How should a consultant ingest and map this data in Data Cloud?

- A. Ingest the data into one DLO and then map to one custom DMO.
- B. Use a data transform to consolidate the data into one DLO and then map it to the individual and Contact Point Email DMOs.
- C. Ingest the data into two DLOs and map each to the individual and Contact point Email DMOs.
- D. Ingest the data into two DLOs and then map to two custom DMOs.

Answer: C

Explanation:

To handle duplicate data for customers who are both loan applicants and high net worth individuals, the consultant should ingest the data into two separate Data Lake Objects (DLOs) and map them to the Individual and Contact Point Email Data Model Objects (DMOs). Here's why and how this works:

Understanding the Problem :

Customers may exist in both datasets (loan applicants and high net worth individuals), leading to potential duplication.

To avoid redundancy while maintaining data integrity, the data must be ingested and mapped carefully.

Why Two DLOs?

By ingesting the data into two DLOs, you can maintain separation between the two datasets while still leveraging shared attributes (e.g., email addresses).

Mapping both DLOs to the Individual and Contact Point Email DMOs ensures that identity resolution can consolidate duplicate records based on shared identifiers like email.

Steps to Implement This Solution :

Step 1: Create two DLOs-one for loan applicants and another for high net worth customers.

Step 2: Map both DLOs to the Individual DMO to consolidate customer profiles.

Step 3: Map the email fields from both DLOs to the Contact Point Email DMO to enable identity resolution based on email addresses.

Step 4: Configure identity resolution rules to merge duplicate records based on shared attributes like email.

Why Not Other Options?

- A . Use a data transform to consolidate the data into one DLO: Consolidating into a single DLO before mapping would lose the distinction between the two datasets and make it harder to manage updates or changes.
 - C . Ingest the data into two DLOs and then map to two custom DMOs: Creating custom DMOs is unnecessary complexity when the standard Individual and Contact Point Email DMOs can handle this scenario.
 - D . Ingest the data into one DLO and then map to one custom DMO: Using a single DLO would result in data loss or confusion, as the distinction between loan applicants and high net worth customers would be lost.
- By using two DLOs and mapping them to the standard DMOs, the consultant ensures clean data ingestion and effective identity resolution.

NEW QUESTION # 38

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count. What is a reason for this?

- A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
- B. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- D. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

Answer: A

Explanation:

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. Reference: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION # 39

A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing.

What should a consultant recommend in this scenario?

- A. Clone the data source object.
- B. Create a data kit from the data lake object and deploy it to the same Data Cloud org.
- C. Use batch transforms to create a second data lake object.
- D. Create a junction object in Salesforce CRM and modify the ingestion strategy.

Answer: C

Explanation:

Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

NEW QUESTION # 40

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