

Features of Salesforce Data-Cloud-Consultant Dumps PDF Format



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none">• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.

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Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q25-Q30):

NEW QUESTION # 25

A data source does not have a field that can be designated as a primary key. What should the Data 360 Consultant do?

- A. Create a composite key by combining two or more source fields through a formula field.
- B. Use the default primary key recommended by Data 360.
- C. Remove duplicates from the data source and then select a primary key.
- D. Select a field as a primary key and then add a key qualifier.

Answer: A

Explanation:

The design point is to preserve source fidelity while shaping data only where Data 360 processing needs it.

Here, Create a composite key by combining two or more source fields through a formula field. fits because it changes the shape, keying, or refresh behavior at the Data 360 layer instead of forcing the source system to carry an analytics-specific design. In production, this keeps the upstream application simpler and gives the data team a repeatable way to prepare records for mapping, identity resolution, insights, or segmentation. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

NEW QUESTION # 26

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.

What are two of the available datasets in Marketing Cloud Starter Data Bundles?

Choose 2 answers

- A. MobileConnect
- B. Personalization
- C. Loyalty Management
- D. MobilePush

Answer: A,D

Explanation:

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud¹. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush². These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications². By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys¹. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience³. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers⁴. Reference: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

NEW QUESTION # 27

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NEW QUESTION # 28

What is the primary purpose of Data Cloud?

- A. Analyzing marketing data results
- B. Managing sales cycles and opportunities
- **C. Integrating and unifying customer data**
- D. Providing a golden record of a customer

Answer: C

Explanation:

* Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference:

* Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

* Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

* Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

NEW QUESTION # 29

A user needs permissions to access Data Cloud to create, manage, and activate segments, However, the user should not be allowed to created reports or manage data sources.

Which permission set should the consultant assign?

- **A. Data Cloud Marketing Specialist**
- B. Data Cloud Data Aware Specialist
- C. Data Cloud Marketing Manager
- D. Data Cloud user

Answer: A

Explanation:

To grant a user permissions to create, manage, and activate segments without allowing them to create reports or manage data sources, the consultant should assign the Data Cloud Marketing Specialist permission set.

Here's why:

Understanding the Role Requirements :

The user needs access to segment creation, management, and activation.

The user should not have permissions to create reports or manage data sources, which are higher-level administrative tasks.

Why Data Cloud Marketing Specialist?

The Data Cloud Marketing Specialist permission set provides access to segment-related functionalities, including creating, managing, and activating segments.

It excludes permissions for creating reports or managing data sources, aligning perfectly with the stated requirements.

Steps to Assign the Permission Set :

Step 1: Navigate to Setup > Users > Permission Sets in Salesforce.

Step 2: Locate and assign the Data Cloud Marketing Specialist permission set to the user.

Step 3: Verify that the user has the required permissions by testing their access in Data Cloud.

Why Not Other Options?

B). Data Cloud Marketing Manager: This permission set includes broader permissions, such as managing campaigns and audiences, which are not required for this role.

C). Data Cloud Data Aware Specialist: This role focuses on data ingestion and transformation, not segment management.

D). Data Cloud User: This is a basic permission set that provides limited access and does not include segment management capabilities.

By assigning the Data Cloud Marketing Specialist permission set, the consultant ensures that the user has the necessary permissions without overextending their access.

NEW QUESTION # 30

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