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# Salesforce Certified Data Cloud Consultant Sample Questions (Q129-Q134):

**NEW QUESTION # 129**
A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud. It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.
How should a consultant fulfill this requirement within Data Cloud?

- A. Use formula fields when ingesting at the data stream level.
- B. Create one batch data transform per data stream.
- C. Create a streaming insight with a data action.
- D. Create one batch data transform that creates a new DLO.

**Answer: D**

Explanation:
To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:
Understanding the Problem :The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket,"
"shoes," "SHOES") and the presence of null values need to be addressed before activation.
Why Batch Data Transform?
A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets.
By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.
Steps to Implement This Solution :
Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.
Step 2: Create a new batch data transform by selecting the relevant data stream as the source.
Step 3: Use transformation functions to normalize the product names:
Apply the PROPER() function to convert all product names to proper case.
Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").
Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored separately from the original dataset.
Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.
Why Not Other Options?
A). Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.
B). Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement.
Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.
C). Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple transforms, a single batch transform can handle all the required changes and output a unified, clean dataset.
By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.


**NEW QUESTION # 130**
Which configuration supports separate Amazon S3 buckets for data ingestion and activation?

- A. Multiple S3 connectors in Data Cloud setup

- B. Separate user credentials for data stream and activation target
- C. Dedicated S3 data sources in Data Cloud setup
- D. Dedicated S3 data sources in activation setup

**Answer: C**

Explanation:
Explanation
To support separate Amazon S3 buckets for data ingestion and activation, you need to configure dedicated S3 data sources in Data Cloud setup. Data sources are used to identify the origin and type of the data that you ingest into Data Cloud1. You can create different data sources for each S3 bucket that you want to use for ingestion or activation, and specify the bucket name, region, and access credentials2. This way, you can separate and organize your data by different criteria, such as brand, region, product, or business unit3. The other options are incorrect because they do not support separate S3 buckets for data ingestion and activation. Multiple S3 connectors are not a valid configuration in Data Cloud setup, as there is only one S3 connector available4. Dedicated S3 data sources in activation setup are not a valid configuration either, as activation setup does not require data sources, but activation targets5. Separate user credentials for data stream and activation target are not sufficient to support separate S3 buckets, as you also need to specify the bucket name and region for each data source2. References: Data Sources Overview, Amazon S3 Storage Connector, Data Spaces Overview, Data Streams Overview, Data Activation Overview

## NEW QUESTION # 131
How does identity resolution select attributes for unified individuals when there Is conflicting information in the data model?

- A. Creates additional contact points
- B. Leverages match rules
- C. Leverages reconciliation rules
- D. Creates additional rulesets

**Answer: C**

Explanation:
Explanation
Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness.
For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

## NEW QUESTION # 132
A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.
What should the consultant do to fix this error?

- A. Change the cardinality to many-to-one to accommodate multiple contacts per account.
- B. Make sure that the total account records are high enough for Identity resolution.
- C. Map Account to Contact Point Email and Contact Point Phone also.
- D. Map additional fields to the Contact Point Address DMO.

**Answer: A**

Explanation:
Relationship Cardinality: In Salesforce Data Cloud, defining the correct relationship cardinality between data model objects (DMOs) is crucial for accurate data representation and integration.
1-to-1 Relationship Error: The error occurs because the relationship between Account DMO and Contact Point Address DMO is set as 1-to-1, which implies that each account can only have one contact point address.
Solution:
* Change Cardinality: Modify the relationship cardinality to many-to-one. This allows multiple contact point addresses to be

associated with a single account, reflecting real-world scenarios more accurately.
* Steps:
* Go to the data model configuration in Data Cloud.
* Locate the relationship between Account DMO and Contact Point Address DMO.
* Change the relationship type from 1-to-1 to many-to-one.
Benefits:
* Accurate Representation: Accommodates real-world data scenarios where an account may have multiple contact points.
* Error Resolution: Resolves the error and ensures smooth data integration.
References:
* Salesforce Data Cloud Documentation: Relationships
* Salesforce Help: Data Modeling in Data Cloud


## NEW QUESTION # 133
What does the Ignore Empty Value option do in identity resolution?

- A. Ignores empty fields when running the standard match rules
- B. Ignores empty fields when running reconciliation rules
- C. Ignores empty fields when running any custom match rules
- D. Ignores Individual object records with empty fields when running identity resolution rules

**Answer: B**

Explanation:
The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules.
Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.
The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.
Reference:
Data Cloud Identity Resolution Reconciliation Rule Input
Configure Identity Resolution Rulesets
Data and Identity in Data Cloud


## NEW QUESTION # 134
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