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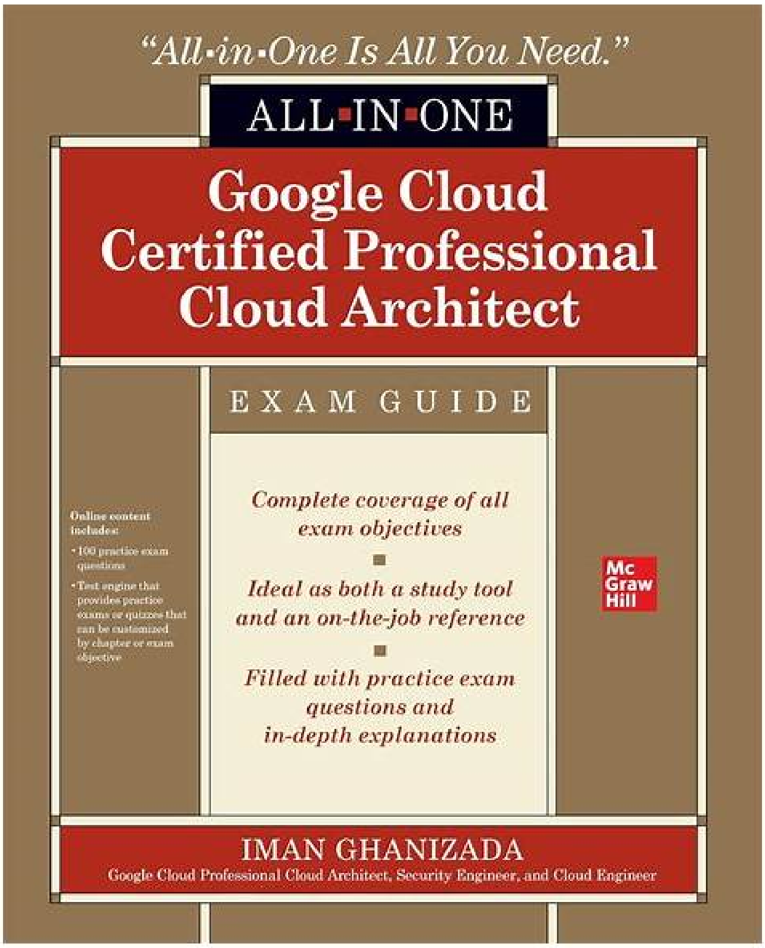

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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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.
Topic 4	• Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.

Data-Cloud-Consultant Dumps Questions & Data-Cloud-Consultant Related Content

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Salesforce Certified Data Cloud Consultant Sample Questions (Q157-Q162):

NEW QUESTION # 157
What should a user do to pause a segment activation with the intent of using that segment again?

- A. Delete the segment.
- B. Deactivate the segment.
- C. Skip the activation.
- D. Stop the publish schedule.

Answer: B

Explanation:
The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time1. This option allows the user to pause a segment activation with the intent of using that segment again.
The other options are incorrect for the following reasons:
B . Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone2. This option does not allow the user to use the segment again.
C . Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles3. This option does not pause the segment activation indefinitely.
D . Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment4. This option does not pause the segment activation completely.
Reference:
1: Deactivated Segment article on Salesforce Help
2: Delete a Segment article on Salesforce Help
3: Skip an Activation article on Salesforce Help
4: Stop a Publish Schedule article on Salesforce Help

NEW QUESTION # 158
A customer wants to create segments of users based on their Customer Lifetime Value.
However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).
Which sequence of steps should the consultant follow to achieve this requirement?

- A. Create Calculated Insight > Map Data to Data Model> Ingest Data > Use in Segmentation
- B. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation

- C. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation
- D. Create Calculated Insight > Ingest Data > Map Data to Data Model> Use in Segmentation

Answer: B

Explanation:
To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams1. The second step is to map the source data to the data model, which defines the structure and attributes of the data2. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data3. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data4. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects3. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects3. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes3. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION # 159
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. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- 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. 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.

Answer: D

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. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION # 160
A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.
What should the consultant do to address this issue?

- A. Create and run a new rules fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- B. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
- C. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- D. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and

then migrate to the new ruleset once approved.

Answer: D

Explanation:
Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency.
Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identiy Resolution.

NEW QUESTION # 161
Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Global Account
- B. Engagement
- C. Membership
- D. Party

Answer: D

Explanation:
The data model subject area that should be used for any Organization, Individual, or Member in the Customer 360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):
Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.
Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.
Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.
The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc.
Reference:
Data Model Subject Areas
Party Subject Area
Customer 360 Data Model

NEW QUESTION # 162
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