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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57

What is the first thing a business stakeholder should focus on when considering a Data Cloud implementation?

- A. Review consent and privacy management policies
- **B. Obtain cross-organizational buy-in**
- C. Identify data sources
- D. Identify activation targets

Answer: B

Explanation:

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation. Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud. Reference: <https://trailhead.salesforce.com/content/learn/modules/customer-data-platform-basics/get-started-with-customer-data-platform>

NEW QUESTION # 58

A consultant at Northern Trail Outfitters is implementing Data Cloud and creating an activation target for their segment. For activation membership, which object should the consultant choose?

- **A. Data Segmentation Object**
- B. Data Model Object
- C. Data Activation Object
- D. Data Lake Object

Answer: A

Explanation:

In Salesforce Data Cloud, activation membership refers to the individuals or records that qualify for a specific segment and are eligible to be activated (e.g., sent to external systems like Marketing Cloud). Here's the breakdown:

Data Segmentation Object (Option C):

Segments in Data Cloud are stored as Data Segmentation Objects, which include metadata about the segment (e.g., logic, filters) and its membership (the records/individuals that meet the criteria).

When configuring an activation target, you select the segment (and its membership) stored in the Data Segmentation Object to send to downstream systems.

Salesforce's official documentation confirms that segments and their memberships are managed through the Data Segmentation Object (Source: Salesforce Data Cloud Implementation Guide, "Segmentation and Activation").

Why Other Options Are Incorrect:

Data Model Object (A): Represents the structured data model (e.g., standard or custom objects like Individual or Account) but does not store segment membership.

Data Activation Object (B): A distractor; no such standard object exists in Data Cloud. Activation is a process that uses the Data Segmentation Object.

Data Lake Object (D): Stores raw, unprocessed data ingested into Data Cloud and is not directly used for activation.

Conclusion: For activation membership, the consultant must select the Data Segmentation Object to reference the segment's qualified members.

NEW QUESTION # 59

What is Data Cloud's primary value to customers?

- A. A single source of truth for all anonymous data
- **B. A platform that provides a unified view of a customer and their related data**
- C. A platform that can update all connected systems with a golden record in real-time
- D. A platform that can create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: B

Explanation:

Data Cloud's primary value to customers is that it provides a platform that enables customers to create a unified view of a customer and their related data across different channels and systems, using the Customer 360 data model as the foundation. Reference: [Data Cloud Overview], [Customer 360 Data Model]

NEW QUESTION # 60

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- **A. Standard DMO**
- B. Custom DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Answer: A

Explanation:

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION # 61

A customer has a custom 'Customer_Email_c' object related to the standard 'Contact' object in Salesforce CRM. To which data entity is this mapped?

- A. Individual
- B. Custom 'Customer_Email' Object
- C. Contact
- **D. Contact Point Email**

Answer: D

Explanation:

The custom 'Customer_Email_c' object related to the standard 'Contact' object in Salesforce CRM should be mapped to the Contact Point Email entity in the Customer 360 datamodel. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

NEW QUESTION # 62

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