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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 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	• 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q152-Q157):

NEW QUESTION # 152
A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting. Another team member works remotely in the Eastern time zone.
Which user will see their home time zone in the segment and activation schedule areas?

- A. The team member in the Pacific time zone.
- B. Neither team member; Data Cloud shows all schedules in GMT.
- C. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user
- D. The team member in the Eastern time zone.

Answer: C

Explanation:
The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. Reference:
Data Cloud Time Zones
Change default time zones for Users and the organization
Change your time zone settings in Salesforce, Google & Outlook
DateTime field and Time Zone Settings in Salesforce

NEW QUESTION # 153
Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.
The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.
How should the Data Cloud consultant configure this activation?

- A. Include Fund Name and Fund Type by default for post processing in the target system.
- B. Choose the Multiple Investments segment, choose the Email contact point, add related attributeFund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- C. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based onthe new segment with no additional attributes.
- D. Choose the Multiple Investments segment, choose the Email contact point, and add relatedattribute Fund Type.

Answer: B

Explanation:
To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual

Fund" to ensure that only relevant data is sent. The other options are not correct because:
A). Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.
C). Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.
D). Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation
- Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION # 154

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why.
What are two likely explanations for the increase?
Choose 2 answers

- A. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.
- B. Identity resolution rules have been removed to reduce the number of matched profiles.
- C. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
- D. Duplicates have been removed from source system data streams.

Answer: A,C

Explanation:
The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as 1 - (number of unified profiles / number of source profiles). A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:
New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one.
When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.
Identity resolution rules have been added to the ruleset to increase the number of matched profiles.
This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.
References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION # 155

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).
Which matching rule criteria should a consultant recommend for the most accurate matching results?

- A. Party Identification on Patient ID
- B. Exact Last Name and Emil
- C. Fuzzy First Name, Exact Last Name, and Email
- D. Email Address and Phone

Answer: A

Explanation:
Explanation
Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person.
Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom

identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

NEW QUESTION # 156

What is a typical use case for Salesforce Data Cloud?

- A. Data harmonization across multiple platforms
- B. Data synchronization across the Salesforce ecosystem
- C. Sending personalized emails at scale
- D. Storing CRM data on promises

Answer: A

NEW QUESTION # 157

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