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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q109-Q114):

NEW QUESTION # 109

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any red' product and also purchased at least one pair of shoes'
- B. Individuals who purchased at least one of any 'red' product or purchased at least one pair of shoes'

- C. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

Answer: A

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

NEW QUESTION # 110

A customer has a requirement to receive a notification whenever an activation fails for a particular segment.

Which feature should the consultant use to solution for this use case?

- A. Report
- B. Flow
- C. Activation alert
- D. Dashboard

Answer: C

Explanation:

The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. References: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

NEW QUESTION # 111

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value (LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Streaming data transformations
- C. Flow orchestration
- D. Metrics on metrics

Answer: B

Explanation:

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transform.htm&

NEW QUESTION # 112

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Engagement
- **B. Sales Order**
- C. Party
- D. Product

Answer: B

Explanation:

The Sales Order subject area defines the details of an order placed by a customer for one or more products or services. It includes information such as the order date, status, amount, quantity, currency, payment method, and delivery method. The Sales Order subject area also allows you to track the revenue or quantity for an opportunity by product family, which is a grouping of products that share common characteristics or features.

For example, you can use the Sales Order Line Item DMO to associate each product in an order with its product family, and then use the Sales Order Revenue DMO to calculate the total revenue or quantity for each product family in an opportunity. References: Sales Order Subject Area, Sales Order Revenue DMO Reference

NEW QUESTION # 113

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.

Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- **A. Party Identification object**
- B. Contact Identification object
- C. Individual object
- D. Loyalty Identification object

Answer: A

Explanation:

The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.

Data Modeling Requirements for Identity Resolution

Identity Resolution in a Data Space

Configure Identity Resolution Rulesets

Map Required Objects

Data and Identity in Data Cloud

NEW QUESTION # 114

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