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Salesforce Certified Data Cloud Consultant Sample Questions (Q49-Q54):

NEW QUESTION # 49
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. 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".
- B. Choose the Multiple Investments segment, choose the Email contact point, and add relatedattribute Fund Type.
- C. Include Fund Name and Fund Type by default for post processing in the target system.
- D. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based onthe new segment with no additional attributes.

Answer: A

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 # 50
Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.
As best practice, which sequence of actions should the consultant use to implement this request?

- A. Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as It becomes available.
- B. Use streaming ingestion to first load the last 90 days of data, and then use bulk Ingestion to synchronize future data as It becomes available.
- C. Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as It becomes available.
- D. Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion synchronize future data as It becomes available.

Answer: A

Explanation:
Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.
Bulk Ingestion: Use Salesforce Data Cloud's bulk ingestion tools to load the historical data quickly and efficiently.
Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real- time data updates.
Streaming Ingestion: Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.
Sequence of Actions:
Step 1: Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.
Step 2: Set up streaming ingestion to handle ongoing updates and new data as it becomes available.
Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near real-time, providing the marketing department with the most up-to-date data.
References:

Salesforce Data Cloud Ingestion Methods
Salesforce Bulk Data Ingestion
Salesforce Streaming Data Ingestion

NEW QUESTION # 51

A rideshare company wants to send an email to customers that provides a year-in-review with five "fun" trip statistics, such as destination, distance traveled, etc. This raw data arrives into Data Cloud and is not aggregated at source.
The company creates a segment of customers that had at least one ride in the last 365 days.
Following best practices, which solution should the consultant recommend in Data Cloud to personalize the content of the email?

- A. Create five calculated insights for the activation and add dimension filters.
- B. Use a data transform to aggregate the statistics and map them to direct attributes on Individual to include in the activation.
- C. Include related attributes in the activation for the last 365 days.
- D. Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email.

Answer: B

Explanation:
To personalize the content of the email with five "fun" trip statistics, the consultant should recommend using a data transform to aggregate the statistics and map them to direct attributes on the Individual object for inclusion in the activation. Here's why:
Understanding the Requirement
The rideshare company wants to send personalized emails to customers with aggregated trip statistics (e.g., destination, distance traveled).
The raw data is not aggregated at the source, so it must be processed in Data Cloud.
Why Use a Data Transform?
Aggregating Statistics :
A data transform can aggregate the raw trip data (e.g., summing distances, counting destinations) into meaningful statistics for each customer.
This ensures that the data is summarized and ready for personalization.
Mapping to Direct Attributes :
The aggregated statistics can be mapped to direct attributes on the Individual object.
These attributes can then be included in the activation and used to personalize the email content.
Other Options Are Less Suitable :
B). Create five calculated insights for the activation and add dimension filters : While calculated insights are useful, creating five separate insights is inefficient compared to a single data transform.
C). Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email : This approach is overly complex and shifts the aggregation burden to Marketing Cloud, which is not ideal.
D). Include related attributes in the activation for the last 365 days : Including raw data without aggregation would result in unprocessed information, making personalization difficult.
Steps to Implement the Solution
Step 1: Create a Data Transform
Use a batch or streaming data transform to aggregate the trip statistics (e.g., total distance, unique destinations) for each customer.
Step 2: Map Aggregated Data to Individual Object
Map the aggregated statistics to direct attributes on the Individual object in Data Cloud.
Step 3: Activate the Data
Include the aggregated attributes in the activation for the email campaign.
Step 4: Personalize the Email
Use the activated attributes to personalize the email content with the trip statistics.
Conclusion
Using a data transform to aggregate the statistics and map them to direct attributes on the Individual object is the most efficient and effective solution for personalizing the email content.

NEW QUESTION # 52

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target.
Which two actions are required when configuring the activation?
Choose 2 answers

- A. Choose a segment.
- B. Add the calculated insight in the activation.
- C. Select contact points.
- D. Add additional attributes.

Answer: A,C

Explanation:
To configure an activation to a Marketing Cloud activation target, you need to choose a segment and select contact points. Choosing a segment allows you to specify which unified individuals you want to activate.
Selecting contact points allows you to map the attributes from the segment to the fields in the Marketing Cloud data extension. You do not need to add additional attributes or add the calculated insight in the activation, as these are already part of the segment definition. References: Create a Marketing Cloud Activation Target; Types of Data Targets in Data Cloud

NEW QUESTION # 53
Which data model subject area should be used for any Organization, Individual, or Member in the Customer
360 data model?

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

Answer: A

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.
Data Model Subject Areas
Party Subject Area
Customer 360 Data Model

NEW QUESTION # 54
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