

# Salesforce - Data-Cloud-Consultant High Hit-Rate Real Question



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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>• 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.</li></ul>                                                                                                                       |
| Topic 2 | <ul style="list-style-type: none"><li>• 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.</li></ul> |
| Topic 3 | <ul style="list-style-type: none"><li>• 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.</li></ul>                                        |

>> Data-Cloud-Consultant Real Question <<

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## Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q36-Q41):

### NEW QUESTION # 36

An automotive dealership wants to implement Data Cloud.

What is a use case for Data Cloud's capabilities?

- A. Implement a full archive solution with version management.
- B. Use browser cookies to track visitor activity on the website and display personalized recommendations.
- C. Ingest customer interaction across different touch points, harmonize, and build a data model for analytical reporting.
- D. Build a source of truth for consent management across all unified individuals.

**Answer: C**

Explanation:

The most relevant use case for implementing Salesforce Data Cloud in an automotive dealership is ingesting customer interactions across different touchpoints, harmonizing the data, and building a data model for analytical reporting . Here's why:

#### 1. Understanding the Use Case

Salesforce Data Cloud is designed to unify customer data from multiple sources, harmonize it into a single view, and enable actionable insights through analytics and segmentation. For an automotive dealership, this means:

Collecting data from various touchpoints such as website visits, service appointments, test drives, and marketing campaigns.

Harmonizing this data into a unified profile for each customer.

Building a data model that supports advanced analytical reporting to drive business decisions.

This use case aligns perfectly with Data Cloud's core capabilities, making it the most appropriate choice.

#### 2. Why Not Other Options?

Option A: Implement a full archive solution with version management.

Salesforce Data Cloud is not primarily an archiving or version management tool. While it can store historical data, its focus is on unifying and analyzing customer data rather than providing a full-fledged archival solution with version control.

Tools like Salesforce Shield or external archival systems are better suited for this purpose.

Option B: Use browser cookies to track visitor activity on the website and display personalized recommendations.

While Salesforce Data Cloud can integrate with tools like Marketing Cloud Personalization (Interaction Studio) to deliver personalized experiences, it does not directly manage browser cookies or real-time web tracking.

This functionality is typically handled by specialized tools like Interaction Studio or third-party web analytics platforms.

Option C: Build a source of truth for consent management across all unified individuals.

While Data Cloud can help manage unified customer profiles, consent management is better handled by Salesforce's Consent Management Framework or other dedicated compliance tools.

Data Cloud focuses on data unification and analytics, not specifically on consent governance.

#### 3. How Data Cloud Supports Option D

Here's how Salesforce Data Cloud enables the selected use case:

##### Step 1: Ingest Customer Interactions

Data Cloud connects to various data sources, including CRM systems, websites, mobile apps, and third-party platforms.

For an automotive dealership, this could include:

Website interactions (e.g., browsing vehicle models).

Service center visits and repair history.

Test drive bookings and purchase history.

Marketing campaign responses.

##### Step 2: Harmonize Data

Data Cloud uses identity resolution to unify customer data from different sources into a single profile for each individual.

For example, if a customer interacts with the dealership via email, phone, and in-person visits, Data Cloud consolidates these interactions into one unified profile.

##### Step 3: Build a Data Model

Data Cloud allows you to create a data model that organizes customer attributes and interactions in a structured way.

This model can be used to analyze customer behavior, segment audiences, and generate reports.

For instance, the dealership could identify customers who frequently visit the service center but haven't purchased a new vehicle recently, enabling targeted upsell campaigns.

##### Step 4: Enable Analytical Reporting

Once the data is harmonized and modeled, it can be used for advanced analytics and reporting.

Reports might include:

Customer lifetime value (CLV).

Campaign performance metrics.

Trends in customer preferences (e.g., interest in electric vehicles).

#### 4. Salesforce Documentation Reference

According to Salesforce's official Data Cloud documentation:

Data Cloud is designed to unify customer data from multiple sources, enabling businesses to gain a 360-degree view of their customers.

It supports harmonization of data into a single profile and provides tools for segmentation and analytical reporting.

These capabilities make it ideal for industries like automotive dealerships, where understanding customer interactions across touchpoints is critical for driving sales and improving customer satisfaction.

#### NEW QUESTION # 37

A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".

Which two troubleshooting tips should help remedy this issue?

Choose 2 answers

- A. Space out the segment schedules to reduce DLO load.
- **B. Use calculated insights in order to reduce the complexity of the segmentation query.**
- C. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
- **D. Split the segment into smaller segments.**

**Answer: B,D**

Explanation:

Explanation

The error "Segment references too many data lake objects (DLOS)" occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:

\* Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error. The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.

\* Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute.

For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.

The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs) is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment query complexity.

References:

- \* Troubleshoot Segment Errors
- \* Create a Calculated Insight
- \* Create a Segment in Data Cloud

#### NEW QUESTION # 38

Northern Trail Outfitters (NTO) wants to send a promotional campaign for customers that have purchased within the past 6 months.

The consultant created a segment to meet this requirement.

Now, NTO brings an additional requirement to suppress customers who have made purchases within the last week.

What should the consultant use to remove the recent customers?

- A. Streaming insight
- B. Batch transforms
- **C. Segmentation exclude rules**
- D. Related attributes

**Answer: C**

Explanation:

Explanation

The consultant should use B. Segmentation exclude rules to remove the recent customers. Segmentation exclude rules are filters that can be applied to a segment to exclude records that meet certain criteria. The consultant can use segmentation exclude rules to exclude customers who have made purchases within the last week from the segment that contains customers who have purchased within the past 6 months. This way, the segment will only include customers who are eligible for the promotional campaign. The other options are not correct. Option A is incorrect because batch transforms are data processing tasks that can be applied to data streams or data lake objects to modify or enrich the data. Batch transforms are not used for segmentation or activation. Option C is incorrect because related attributes are attributes that are derived from the relationships between data model objects. Related attributes are not used for excluding records from a segment. Option D is incorrect because streaming insights are derived attributes that are calculated at the time of data ingestion. Streaming insights are not used for excluding records from a segment. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Segmentation Exclude Rules

### NEW QUESTION # 39

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Stream Setup
- B. Data Transformation
- C. Data Mapping
- **D. Segment Setup**

**Answer: D**

Explanation:

Explanation

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

### NEW QUESTION # 40

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments by cloning High Investment Balance Customers.
- B. Create a High Investment Balance calculated insight.
- **C. Create new segments using nested segments.**
- D. Package High Investment Balance Customers in a data kit.

**Answer: C**

Explanation:

Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:

\* B. A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.

\* C. A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components.

\* D. Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

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