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Salesforce Certified Data Cloud Consultant Sample Questions (Q93-Q98):

NEW QUESTION # 93
A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis.
What is the most efficient option to allow for this capability?

- A. Create a nested segment.
- B. Create, publish, and deploy a data kit.
- C. Create a reusable container block with common criteria.
- D. Create a segment and copy it for each brand.

Answer: C

Explanation:

The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.

The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.

Create a Container Block

Create a Segment in Data Cloud

Create and Publish a Data Kit

Create a Nested Segment

NEW QUESTION # 94

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- A. Contact
- B. Contact Point_Email
- C. Custom customer Email__c object
- D. Individual

Answer: B

Explanation:

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email__c object. The other options are not the correct data entities to map to because:

* A. The Contact object is the data entity that represents a person who is associated with an account that is

* a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

* C. The custom Customer Email__c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

* D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers,

[Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION # 95

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.

Which Data Cloud component allows for this?

- A. Segment membership data model object
- B. Calculated insights
- C. Nested segments
- D. Segment exclusion

Answer: A

Explanation:

Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.

The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.

References:

* Segment Membership Data Model Object
* Data Cloud Reports and Dashboards
* Create a Segment in Data Cloud

NEW QUESTION # 96

Data Cloud receives a nightly file of all ecommerce transactions from the previous day.

Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages.

What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- A. Set a refresh schedule for the calculated insights to occur every hour.
- B. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.
- C. Ensure the activations are set to Incremental Activation and automatically publish every hour.
- D. Ensure the segments are set to Rapid Publish and set to refresh every hour.

Answer: B

Explanation:

The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.

The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values. However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data. Reference: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

NEW QUESTION # 97

Which two dependencies need to be removed prior to disconnecting a data source?
Choose 2 answers

- A. Activation
- B. Activation target
- C. Data stream
- D. Segment

Answer: C,D

Explanation:
Dependencies in Data Cloud:
Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.
Reference: Salesforce Data Source Management Documentation
Identifying Dependencies:
Segment: Segments using data from the source must be deleted or reassigned.
Data Stream: The data stream must be disconnected, as it directly relies on the data source.
Reference: Salesforce Segment and Data Stream Management Guide
Steps to Remove Dependencies:
Remove Segments:
Navigate to the Segmentation interface in Salesforce Data Cloud.
Identify and delete segments relying on the data source.
Disconnect Data Stream:
Go to the Data Stream settings.
Locate and disconnect the data stream associated with the source.
Reference: Salesforce Segment Deletion and Data Stream Disconnection Tutorial Practical Application:
Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.
Reference: Salesforce Data Source Disconnection Best Practices

NEW QUESTION # 98

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