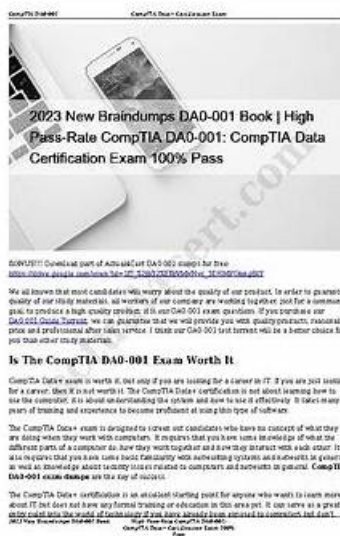


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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

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>• <b>Act on Data:</b> 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>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Data Cloud Setup and Administration:</b> This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Identity Resolution:</b> 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.</li> </ul>

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### Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q59-Q64):

#### NEW QUESTION # 59

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud. Which engagement channel data will require custom integration?

- A. SMS
- B. Email
- **C. CloudPage**
- D. Mobile push

**Answer: C**

Explanation:

CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud Connector or the Marketing Cloud API. References: Data Cloud Overview, Marketing Cloud Connector, Marketing Cloud API

#### NEW QUESTION # 60

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources. Which two functional areas should the consultant highlight in relation to managing customer data? Choose 2 answers

- **A. Unified Profiles**
- B. Data Marketplace
- **C. Data Harmonization**
- D. Master Data Management

**Answer: A,C**

Explanation:

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data<sup>1</sup>. Two functional areas that the consultant should highlight in relation to managing customer data are:

**Data Harmonization:** Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data<sup>1</sup>. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

**Unified Profiles:** Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID<sup>1</sup>. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

**Master Data Management:** Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

**Data Marketplace:** Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. Reference:

Salesforce Data Cloud

[Data Harmonization for Data Cloud]

[Unified Profiles for Data Cloud]

[What is Master Data Management?]

[Integrate Data Cloud with Master Data Management]

[Data Marketplace for Data Cloud]

### NEW QUESTION # 61

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO's desire to separate its data by brand?

- **A. Data spaces for each brand**
- B. Data model objects for each brand
- C. Data streams for each brand
- D. Data sources for each brand

**Answer: A**

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit<sup>1</sup>. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation<sup>2</sup>. For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands<sup>3</sup>. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand<sup>4</sup>. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand<sup>5</sup>. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. References: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

### NEW QUESTION # 62

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud?

Choose 2 answers

- **A. To use harmonized data to more accurately understand the customer and business impact**
- B. To eliminate the need for separate business intelligence and IT data management tools
- **C. To ingest and unify data from various sources to reconcile customer identity**
- D. To create and orchestrate cross-channel marketing messages

**Answer: A,C**

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

Reference:

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

### NEW QUESTION # 63

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Refresh Data Stream > Identity Resolution > Calculated Insight
- B. Identity Resolution > Refresh Data Stream > Calculated Insight
- C. Calculated Insight > Refresh Data Stream > Identity Resolution
- D. Refresh Data Stream > Calculated Insight > Identity Resolution

**Answer: A**

Explanation:

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:

\* Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings<sup>1</sup>. Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

\* Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well<sup>2</sup>. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.

\* Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes<sup>3</sup>. Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

References:

\* 1: Configure Data Stream Refresh and Frequency - Salesforce

\* 2: Identity Resolution Ruleset Processing Results - Salesforce

\* 3: Calculated Insights - Salesforce

### NEW QUESTION # 64

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