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Salesforce Certified Data Cloud Consultant Sample Questions (Q117-Q122):

NEW QUESTION # 117

Which statement about Data Cloud's Web and Mobile Application Connector is true?

- **A. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.**
- B. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
- C. The connector schema can be updated to delete an existing field.
- D. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.

Answer: A

Explanation:

The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. References: Web and Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION # 118

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

- A. Formula fields
- **B. Streaming insight**
- C. Batch transform
- D. Calculated insight

Answer: B

Explanation:

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables. References: Streaming Insight, Create Streaming Insights

NEW QUESTION # 119

How does Data Cloud ensure high availability and fault tolerance for customer data?

- **A. By distributing data across multiple regions and data centers**
- B. By using a data center with robust backups
- C. By Implementing automatic data recovery procedures
- D. By limiting data access to essential personnel

Answer: A

Explanation:

Ensuring High Availability and Fault Tolerance:

High availability refers to systems that are continuously operational and accessible, while fault tolerance is the ability to continue functioning in the event of a failure.

Reference: Salesforce High Availability and Fault Tolerance Whitepaper

Data Distribution Across Multiple Regions and Data Centers:

Salesforce Data Cloud ensures high availability by replicating data across multiple geographic regions and data centers. This distribution mitigates risks associated with localized failures.

If one data center goes down, data and services can continue to be served from another location, ensuring uninterrupted service.

Reference: Salesforce Infrastructure Overview

Benefits of Regional Data Distribution:

Redundancy: Having multiple copies of data across regions provides redundancy, which is critical for disaster recovery.

Load Balancing: Traffic can be distributed across data centers to optimize performance and reduce latency.

Regulatory Compliance: Storing data in different regions helps meet local data residency requirements.

Reference: Salesforce Data Center Locations and Regional Data Hosting

Implementation in Salesforce Data Cloud:

Salesforce utilizes a robust architecture involving data replication and failover mechanisms to maintain data integrity and availability.

This architecture ensures that even in the event of a regional outage, customer data remains secure and accessible.

Reference: Salesforce Trust and Compliance Documentation

NEW QUESTION # 120

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why.

What are two likely explanations for the increase?

Choose 2 answers

- A. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
- B. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.
- C. Duplicates have been removed from source system data streams.
- D. Identity resolution rules have been removed to reduce the number of matched profiles.

Answer: A,B

Explanation:

The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as $1 - (\text{number of unified profiles} / \text{number of source profiles})$. A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:

* New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one.

When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.

* Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.

References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION # 121

Cumulus Financial (CF) wants to target loyal and engaged customers. When a platinum tier customer visits their Investment pages more than three times in a 24-hour period, CF wants to Immediately Send an email that offers a private consultation.

What should a consultant recommend for this business requirement?

- A. Standard segment with activation into Marketing Cloud Engagement
- B. Calculated insight with a data action to a Marketing Cloud Engagement transactional email
- C. Streaming insight with a data action into a journey in Marketing Cloud Engagement
- D. Rapid segment to a data action journey in Marketing Cloud Engagement

Answer: C

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