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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q69-Q74):

NEW QUESTION # 69

What is a reason to create a formula when ingesting a data stream?

- A. To add a unique external identifier to an existing ruleset
- B. To concatenate files so they are ingested in the correct sequence
- C. To transform is date time field into a date field for use in data mapping
- D. To remove duplicate rows of data from the data stream

Answer: C

Explanation:

Creating a formula during data stream ingestion is often done to manipulate or transform data fields to meet specific requirements. In

this case, the most common reason is to transform a date-time field into a date field for use in data mapping. Here's why:
Understanding the Requirement

When ingesting data into Salesforce Data Cloud, certain fields may need to be transformed to align with the target data model. For example, a date-time field (e.g., "2023-10-05T14:30:00Z") may need to be converted into a date field (e.g., "2023-10-05") for proper mapping and analysis.

Why Transform a Date-Time Field into a Date Field?

Data Mapping Compatibility :

Some data models or downstream systems may only accept date fields (without the time component).

Transforming the field ensures compatibility and avoids errors during ingestion or activation.

Simplified Analysis :

Removing the time component simplifies analysis and reporting, especially when working with daily trends or aggregations.

Standardization :

Converting date-time fields into consistent date formats ensures uniformity across datasets.

Steps to Implement This Solution

Step 1: Identify the Date-Time Field

During the data stream setup, identify the field that contains the date-time value (e.g., "Order_Date_Time").

Step 2: Create a Formula Field

Use the Formula Field option in the data stream configuration to create a new field.

Apply a transformation function (e.g., DATE() or equivalent) to extract the date portion from the date-time field.

Step 3: Map the Transformed Field

Map the newly created date field to the corresponding field in the target data model (e.g., Unified Profile or Data Lake Object).

Step 4: Validate the Transformation

Test the data stream to ensure the transformation works correctly and the date field is properly ingested.

Why Not Other Options?

A). To concatenate files so they are ingested in the correct sequence :Concatenation is not a typical use case for formulas during ingestion. File sequencing is usually handled at the file ingestion level, not through formulas.

B). To add a unique external identifier to an existing ruleset :Adding a unique identifier is typically done during data preparation or identity resolution, not through formulas during ingestion.

D). To remove duplicate rows of data from the data stream :Removing duplicates is better handled through deduplication rules or transformations, not formulas.

Conclusion

The primary reason to create a formula when ingesting a data stream is to transform a date-time field into a date field for use in data mapping . This ensures compatibility, simplifies analysis, and standardizes the data for downstream use.

NEW QUESTION # 70

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Individual
- B. Sales Order
- **C. Transaction**
- D. Engagement

Answer: C

Explanation:

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION # 71

A segment fails to refresh with the error "Segment references too many Data Lake Objects (DLOs)". What are two remedies for this issue?

- A. Use Calculated Insights in order to reduce the complexity of the segmentation query
- **B. Space out the segment schedules to reduce Data Lake Object load**
- **C. Split the segment into smaller segments**
- D. Refine segmentation criteria to limit up to 5 custom DMOs

Answer: B,C

Explanation:

Explanation

These two remedies can help resolve the error "Segment references too many Data Lake Objects (DLOs)".

Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment.

References:<https://help.salesforce.com/s/articleView>

NEW QUESTION # 72

Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Profile attributes are not yet supported
- **B. Automation Studio and Profile API**
- C. Email Studio Starter Data Bundle
- D. Marketing Cloud Connect API

Answer: B

Explanation:

This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to send them to Data Cloud. References:

https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_marketing_cloud_data.foundation.htm&typ

NEW QUESTION # 73

A company wants to test its marketing campaigns with different target populations.

What should the consultant adjust in the Segment Canvas interface to get different populations?

- A. Segmentation filters, direct attributions, and data sources
- B. Direct attributes and related attributes
- **C. Direct attributes, related attributes, and population filters**
- D. Population filters and direct attributes

Answer: C

Explanation:

Segmentation in Salesforce Data Cloud:

The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

Reference: Salesforce Segment Canvas Documentation

Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

Reference: Salesforce Segmentation Guide

Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

Reference: Salesforce Segment Canvas Tutorial

Practical Application:

Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

Reference: Salesforce Marketing Cloud Segmentation Best Practices

NEW QUESTION # 74

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