

Data-Con-101 Buch - Data-Con-101 Lerntipps



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https://drive.google.com/open?id=15uBPwiCHQF8oq9R0vML28e6eRUg8l_tu

Die Ausbildungsmaterialien zur Salesforce Data-Con-101 Zertifizierungsprüfung aus It-Pruefung enthalten Testfragen und Antworten. Diese Materialien sind von unserer Berufsgruppe aus erfahrenen IT-Experten untersucht und erforscht, deren Autorität zweifellos ist. Sie können auf unserer Webseite einige kostenlosen Testaufgaben und Antworten als Probe herunterladen. Nachdem Sie unsere Ausbildungsmaterialien zur Salesforce Data-Con-101 Zertifizierungsprüfung gekauft haben, werden wir Ihnen einjähriger Aktualisierung kostenlos anbieten.

Salesforce Data-Con-101 Prüfungsplan:

Thema	Einzelheiten
Thema 1	• Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.
Thema 2	• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Thema 3	• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.

>> Data-Con-101 Buch <<

Salesforce Data-Con-101 Lerntipps & Data-Con-101 Examsfragen

Möchten Sie wissen , woher unsere Konfidenz für Salesforce Data-Con-101 kommt? Lassen Sie mich erzählen. Zuerst, It-Pruefung besitzt eine sehr erfahrene Gruppe, die Prüfungssoftware entwickelt. Zweitens, zahllose Kunden haben nach dem Benutzen unserer Produkte die Salesforce Data-Con-101 Prüfung bestanden. Die Zertifizierung der Salesforce Data-Con-101 wird weltweit anerkannt. Möchten Sie diese Zertifizierung besitzen? Mit Hilfe unserer Salesforce Data-Con-101 Prüfungssoftware können Sie auch unbelastet erwerben!

Salesforce Certified Data Cloud Consultant Data-Con-101 Prüfungsfragen mit Lösungen (Q52-Q57):

52. Frage

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers. Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- **A. Party Identification object**
- B. Contact Identification object
- C. Individual object
- D. Loyalty Identification object

Antwort: A

Begründung:

The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.

Data Modeling Requirements for Identity Resolution

Identity Resolution in a Data Space

Configure Identity Resolution Rulesets

Map Required Objects

Data and Identity in Data Cloud

53. Frage

Northern Trail Outfitters has the following customer data to ingest into Data Cloud and use for segmentation.

1. Propensity to purchase
2. Has active membership
3. Work email address

Which data types should the consultant use when ingesting this data?

- **A. Percent, Boolean, Email**
- B. Percent, Number, Email
- C. Number, Text, URL
- D. Number, Boolean, Text

Antwort: A

Begründung:

When ingesting customer data into Data Cloud, it is critical to use the correct data types to ensure proper segmentation and usage. Here's how the consultant should handle the provided data points:

Propensity to Purchase :

This represents a likelihood or probability value, typically expressed as a percentage (e.g., 75%).

The appropriate data type for this field is Percent , which allows for easy interpretation and use in segmentation.

Has Active Membership :

This is a binary value indicating whether a customer has an active membership (e.g., "Yes" or "No").

The correct data type for this field is Boolean , which supports true/false values.

Work Email Address :

This is a standard email address field.

The appropriate data type is Email , which ensures proper validation and formatting.

Why Not Other Options?

A). Number, Text, URL: These data types are incorrect because "Propensity to Purchase" should be a percentage, not a generic number. Similarly, "Work Email Address" should be an email type, not a URL.

C). Number, Boolean, Text: While "Number" could work for propensity scores, it lacks the semantic meaning of a percentage. Additionally, "Text" is not suitable for email addresses.

D). Percent, Number, Email: Using "Number" for "Has Active Membership" is incorrect because it is a binary value, not a numeric one.

By selecting Percent, Boolean, Email , the consultant ensures that the data is correctly formatted and ready for segmentation and

analysis.

54. Frage

Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.

How should the consultant provide this list to NTO?

- A. Create the segment and then click Download to obtain the segment membership details to provide to NTO.
- B. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
- C. Create the segment and then activate the segment to NTO's Salesforce CRM.
- **D. Create the segment, select Email as the activation target, and activate the segment directly to NTO.**

Antwort: D

55. Frage

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- **A. Streaming transforms**
- B. Data model triggers
- C. Sales and Service bundle
- D. Data actions and Lightning web components

Antwort: A

Begründung:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

B). Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C). Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D). Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

[Data Model in Data Cloud] unit on Trailhead

[Create a Data Model Object] article on Salesforce Help

[Data Sources in Data Cloud] unit on Trailhead

[Connect and Ingest Data in Data Cloud] article on Salesforce Help

[Data Spaces in Data Cloud] unit on Trailhead

[Create a Data Space] article on Salesforce Help

[Segments in Data Cloud] unit on Trailhead

[Create a Segment] article on Salesforce Help

[Activations in Data Cloud] unit on Trailhead

[Create an Activation] article on Salesforce Help

56. Frage

A finance company that uses Data Cloud wants to simplify how its users can view all the various channels a customer engages with. Which feature should the consultant recommend to meet this requirement?

- A. Use calculated insights to determine when and how to engage with various customers.
- B. Create segments based on the ingested data and insights to activate in Marketing Cloud.
- C. Use Data Cloud to ingest data from various available data sources.
- **D. Use Data Cloud to connect with analytic tools, like Tableau.**

Antwort: D

Begründung:

To simplify how users can view all the various channels a customer engages with, the best solution is to use Data Cloud to connect with analytic tools like Tableau. Here's why and how this works:

Understanding the Requirement

The finance company wants its users to have a consolidated view of all customer engagement channels (e.g., email, social media, website interactions, etc.). This requires:

Aggregating data from multiple sources into a unified platform.

Providing an intuitive and visual way to analyze and interpret the data.

Why Use Data Cloud with Analytic Tools like Tableau?

Data Cloud as a Centralized Data Hub : Salesforce Data Cloud aggregates data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into a unified platform. This ensures that all customer engagement data is available in one place.

Tableau for Advanced Visualization :

Tableau is a powerful analytics and visualization tool that integrates seamlessly with Salesforce Data Cloud.

It allows users to create interactive dashboards and reports that provide a comprehensive view of customer engagement across all channels.

Users can drill down into specific channels, analyze trends, and gain actionable insights without needing advanced technical skills.

Simplified User Experience : By leveraging Tableau's intuitive interface, users can easily explore and understand customer engagement patterns without requiring deep knowledge of the underlying data structure.

Steps to Implement This Solution

Step 1: Ingest Data into Data Cloud

Ensure that all relevant customer engagement data (e.g., website visits, email interactions, social media activity) is ingested into Data Cloud from various sources.

Use Data Streams to bring in data from CRM, Marketing Cloud, and other external systems.

Step 2: Connect Data Cloud to Tableau

Navigate to Setup > Analytics > Tableau CRM in Salesforce.

Configure the integration between Data Cloud and Tableau to enable seamless data flow.

Step 3: Create Dashboards in Tableau

Use Tableau to build dashboards that consolidate customer engagement data from all channels.

Include visualizations such as bar charts, heatmaps, and trend lines to highlight key insights (e.g., most active channels, engagement frequency, etc.).

Step 4: Share Dashboards with Users

Publish the dashboards to Tableau Server or Tableau Online.

Provide access to the relevant users within the finance company so they can view and interact with the dashboards.

Why Not Other Options?

B). Use calculated insights to determine when and how to engage with various customers :While calculated insights are useful for understanding customer behavior, they do not provide a consolidated view of all engagement channels. This option focuses more on decision-making rather than visualization.

C). Create segments based on the ingested data and insights to activate in Marketing Cloud :Segmentation is valuable for targeting specific groups of customers, but it does not address the requirement to view all engagement channels in one place. Segments are more about grouping customers rather than providing a holistic view.

D). Use Data Cloud to ingest data from various available data sources :While ingesting data is a critical first step, it does not solve the problem of simplifying how users view engagement channels. The focus here is on data ingestion, not visualization or analysis.

Conclusion

By connecting Data Cloud with Tableau, the finance company can provide its users with a simplified and visually intuitive way to view all customer engagement channels. This approach lever

57. Frage

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Um in einer Branche immer an führender Stelle zu stehen, muss das Unternehmen seine eigene Ressourcen zu vermehren. Wir It-

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Data-Con-101 Lerntipps: <https://www.it-pruefung.com/Data-Con-101.html>

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https://drive.google.com/open?id=15uBPwiCHQF8oq9R0vML28e6eRUg8l_tu