

Salesforce Data-Cloud-Consultant Exam Collection, Data-Cloud-Consultant pass rate



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Data Cloud Setup and Administration: 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.
Topic 2	<ul style="list-style-type: none"> 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.
Topic 3	<ul style="list-style-type: none"> Act on Data: 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.
Topic 4	<ul style="list-style-type: none"> Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.

- Identity Resolution: 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.

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Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q86-Q91):

NEW QUESTION # 86

When trying to disconnect a data source an error will be generated if it has which two dependencies associated with it?
Choose 2 answers

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

Answer: A,B

Explanation:

When disconnecting a data source in Salesforce Data Cloud, the system checks for active dependencies that rely on the data source. Based on Salesforce's official documentation (Disconnect a Data Source), the error occurs if the data source has data streams or segments associated with it. Here's the breakdown:

Key Dependencies That Block Disconnection

Data Stream (Option B):

Why It Matters:A data stream is the pipeline that ingests data from the source into Data Cloud. If an active data stream is connected to the data source, disconnecting the source will fail because the stream depends on it for ongoing data ingestion.

Resolution>Delete or pause the data stream first.

Documentation Reference:"Before disconnecting a data source, delete all data streams that are associated with it." (Salesforce Help Article) Segment (Option C):

Why It Matters:Segments built using data from the source will reference that data source. Disconnecting the source would orphan these segments, so the system blocks the action.

Resolution>Delete or modify segments that depend on the data source.

Documentation Reference:"If there are segments that use data from the data source, you must delete those segments before disconnecting the data source." (Salesforce Help Article) Why Other Options Are Incorrect Activation (A):Activations send segments to external systems (e.g., Marketing Cloud) but do not directly depend on the data source itself. The dependency chain is Segment # Activation, not Data Source # Activation.

Activation Target (D):Activation targets (e.g., Marketing Cloud) are destinations and do not tie directly to the data source.

Steps to Disconnect a Data Source

Delete Dependent Segments:Navigate to Data Cloud > Segments and remove any segments built using the data source.

Delete or Pause Data Streams:Go to Data Cloud > Data Streams and delete streams linked to the data source.

Disconnect the Data Source:Once dependencies are resolved, disconnect the source via Data Cloud > Data Sources.

NEW QUESTION # 87

Northern Trail Outfitters (NTO) is struggling with fragmented customer data across marketing, sales, and service systems. NTO decides to implement Data 360 to improve its customer strategy. How does Data 360 primarily help NTO solve this business

challenge?

- A. It provides a data security layer that encrypts sensitive information to ensure global GDPR compliance.
- **B. It unifies data into a single profile to provide personalized experiences across all touch points.**
- C. It archives historical transaction records for 10 years to meet regulatory data retention requirements.
- D. It creates automated weekly business intelligence dashboards to help managers forecast sales revenue.

Answer: B

Explanation:

The AI pattern works when the model is grounded in appropriate Data 360 data and its outputs can be operationalized safely. It unifies data into a single profile to provide personalized experiences across all touch points. It works because predictions or generative experiences are only useful when the data is representative, governed, and connected to Salesforce execution patterns such as scoring jobs, Flow, or grounded retrieval.

The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

NEW QUESTION # 88

To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name.

What are two ways to achieve this outcome?

Choose 2 answers

- **A. Include campaign identifier in the filename specification.**
- **B. Include campaign identifier in the activation name.**
- C. Include campaign identifier in the segment name.
- D. Hard code the campaign identifier as a new attribute in the campaign activation.

Answer: A,B

Explanation:

Explanation

The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is "Campaign_123" and the filename specification is "{segmentName}_{date}", the resulting file name will be "Campaign_123_SegmentA_2023-12-18.csv". This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM.

The other options are not correct. Option B is incorrect because hard coding the campaign identifier as a new attribute in the campaign activation is not possible. The campaign activation does not have any attributes, only settings. Option D is incorrect because including the campaign identifier in the segment name is not sufficient.

The segment name is not used in the filename of the exported file, unless it is specified in the filename specification. Therefore, the user will not be able to see the campaign identifier in the file name.

NEW QUESTION # 89

A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.

To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats.

What is the most efficient way to guarantee that the various phone number formats are standardized?

- A. Create a calculated insight after ingestion.
- **B. Assign the PhoneNumber field type when creating the data stream.**
- C. Create a formula field to standardize the format.

- D. Edit and update the data in the source system prior to sending to Data Cloud.

Answer: B

Explanation:

The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns. The other options are either more time-consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

NEW QUESTION # 90

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

Answer: B

Explanation:

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

NEW QUESTION # 91

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