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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 3	<ul style="list-style-type: none">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.
Topic 4	<ul style="list-style-type: none">Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.

Topic 5	<ul style="list-style-type: none"> • 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.
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Salesforce Certified Data Cloud Consultant Sample Questions (Q169-Q174):

NEW QUESTION # 169

A consultant is connecting sales order data to Data Cloud and considers whether to use the Profile, Engagement, or Other categories to map the DLO. The consultant chooses to map the DLO called Order- Headers to the Sales Order DMO using the Engagement category.

What is the impact of this action on future mappings?

- A. A DLO with category Engagement can be mapped to any DMO using either Profile, Engagement, or Other categories.
- B. Only Engagement category DLOs can be mapped to the Sales Order DMO. Sales Order gets assigned to the Engagement Category.
- C. Sales Order DMO gets assigned to both the Profile and Engagement categories when mapping a Profile DLO.
- D. When mapping a Profile DLO to the Sales Order DMO, the category gets updated to Profile.

Answer: B

Explanation:

Data Lake Objects (DLOs) and Data Model Objects (DMOs): In Salesforce Data Cloud, DLOs are mapped to DMOs to organize and structure data. Categories like Profile, Engagement, and Other define how these mappings are used.

Engagement Category: Mapping a DLO to the Engagement category indicates that the data is related to customer interactions and activities.

Impact on Future Mappings:

Engagement Category Restriction: When a DLO like Order-Headers is mapped to the Sales Order DMO under the Engagement category, future mappings of the Sales Order DMO are restricted to Engagement category DLOs.

Category Assignment: The Sales Order DMO is assigned to the Engagement category, meaning only DLOs categorized as Engagement can be mapped to it in the future.

Benefits:

Consistency: Ensures consistent data categorization and usage, aligning data with its intended purpose.

Accuracy: Helps in maintaining the integrity of data mapping and ensures that engagement-related data is accurately captured and utilized.

References:

Salesforce Data Cloud Mapping
Salesforce Data Cloud Categories

NEW QUESTION # 170

A company is seeking advice from a consultant on how to address the challenge of having multiple leads and contacts in Salesforce that share the same email address. The consultant wants to provide a detailed and comprehensive explanation on how Data Cloud can be leveraged to effectively solve this issue.

What should the consultant highlight to address this company's business challenge?

- A. Identity Resolution

- B. Data Bundles
- C. Calculated Insights
- D. Identity Resolution

Answer: A

Explanation:

Issue Overview: When multiple leads and contacts share the same email address in Salesforce, it can lead to data duplication, inaccurate customer views, and inefficient marketing and sales efforts.

Data Cloud Identity Resolution: Salesforce Data Cloud offers Identity Resolution as a powerful tool to address this issue. It helps in merging and unifying data from multiple sources to create a single, comprehensive customer profile.

Process:

Data Ingestion: Import lead and contact data into Salesforce Data Cloud.

Identity Resolution Rules: Configure Identity Resolution rules to match and merge records based on key identifiers like email addresses.

Unification: The tool consolidates records that share the same email address, eliminating duplicates and ensuring a single view of each customer.

Continuous Updates: As new data comes in, Identity Resolution continuously updates and maintains the unified profiles.

Benefits:

Accurate Customer View: Reduces duplicate records and provides a complete view of each customer's interactions and history.

Improved Efficiency: Streamlines marketing and sales efforts by targeting a unified customer profile.

References:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Identity Resolution Overview

NEW QUESTION # 171

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- A. Creates additional rulesets
- B. **Leverages reconciliation rules**
- C. Leverages match rules
- D. Creates additional contact points

Answer: B

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION # 172

When performing segmentation or activation, which time zone is used to publish and refresh data?

- A. Time zone of the Data Cloud Admin user
- B. Time zone of the user creating the activity
- C. Time zone specified on the activity at the time of creation
- D. **Time zone set by the Salesforce Data Cloud org**

Answer: D

Explanation:

The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish.

Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION # 173

Which functionality does Data Cloud offer to improve customer support interactions when a customer is working with an agent?

- A. Automated customer service replies
- B. **Real-time data integration**
- C. Enhanced reporting tools
- D. Predictive troubleshooting

Answer: B

Explanation:

Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information, improving their ability to respond to customer inquiries and issues effectively.

Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

References:

Salesforce Data Cloud for Customer Support

Real-Time Data Integration in Salesforce

NEW QUESTION # 174

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