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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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.

>> Data-Con-101 High Quality <<

Salesforce Data-Con-101 Formal Test - Data-Con-101 Valid Exam Pass4sure

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Salesforce Certified Data Cloud Consultant Sample Questions (Q73-Q78):

NEW QUESTION # 73

A consultant needs to minimize the difference between a Data Cloud segment population and Marketing Cloud data extension count to determine the true size of segments for campaign planning.

What should the consultant recommend to filter the segments by to accomplish this?

- A. Marketing Cloud Journeys
- B. Business units
- C. User preferences for marketing outreach
- D. Geographical divisions

Answer: D

NEW QUESTION # 74

A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.

Which two areas should the consultant review to help troubleshoot this issue?

Choose 2 answers

- A. The related engagement events occurred within the last 90 days.
- B. The activated profiles have a Unified Contact Point.
- C. The activations are referencing segments that segment on profile data rather than engagement data.
- D. The correct path is selected for the related attributes.

Answer: A,D

Explanation:

Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:

For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.

The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters.

The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

NEW QUESTION # 75

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1
Color | Is Equal To | red
AND
GoodsProduct | Count | At Least | 1
PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any red' product and also purchased at least one pairof 'shoes'
- B. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- C. Individuals who purchased at least one of any 'red' product or purchased at least one pair of'shoes'
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

Answer: A

Explanation:
When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.
The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.
Create a Container for Segmentation
Create a Segment in Data Cloud
Navigate Data Cloud Segmentation

NEW QUESTION # 76
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. Create segments based on the ingested data and insights to activate in Marketing Cloud.
- B. Use calculated insights to determine when and how to engage with various customers.
- C. Use Data Cloud to ingest data from various available data sources.
- D. Use Data Cloud to connect with analytic tools, like Tableau.

Answer: D

Explanation:
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

NEW QUESTION # 77

A Data Cloud consultant is evaluating the initial phase of the Data Cloud lifecycle for a company.
Which action is essential to effectively begin the Data Cloud lifecycle?

- A. Use calculated insights determine the benefits of Data Cloud for this company.
- B. Identify use cases and the required data sources and data quality.
- C. Migrate the existing data into the Customer 360 Data Model.
- D. Analyze and partition the data into data spaces.

Answer: B

Explanation:

Data Cloud Lifecycle: The initial phase of the Salesforce Data Cloud lifecycle is critical for setting the foundation for successful data integration and utilization.

Identifying Use Cases:

Importance: Defining clear use cases helps in understanding the business objectives and how Data Cloud can address them.

Required Data Sources: Identifying the necessary data sources ensures that relevant data is ingested into Data Cloud.

Data Quality: Assessing data quality is essential for accurate and reliable data analysis and insights.

Actions:

Step 1: Engage with stakeholders to define specific use cases for Data Cloud.

Step 2: Identify and catalog the required data sources for these use cases.

Step 3: Evaluate the quality of data from these sources to ensure they meet the standards for effective data analysis.

References:

Salesforce Data Cloud Implementation Guide

Salesforce Data Cloud Lifecycle

NEW QUESTION # 78

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