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Salesforce Certified Data Cloud Consultant Sample Questions (Q149-Q154):

NEW QUESTION # 149

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs. When creating the activation target, which type of target should the consultant select?

- A. Data Cloud
- **B. External Activation Target**
- C. Marketing Cloud
- D. Marketing Cloud Personalization

Answer: B

Explanation:

Purpose of Activation Targets:

* Activation targets define where and how segment data is published for use in various applications and platforms.

NEW QUESTION # 150

How does Data Cloud ensure data privacy and security?

- A. By enforcing and controlling consent references
- B. BY limiting data access to authorized admins
- C. By securely storing data in an offsite server
- **D. By encrypting data at rest and in transit**

Answer: D

Explanation:

* Data Privacy and Security in Data Cloud:

Ensuring data privacy and security is paramount in Salesforce Data Cloud.

Reference:

* Key Security Measures:

Encrypting Data at Rest and in Transit:

Data encryption ensures that information is protected from unauthorized access both when stored and when transmitted.

Enforcing and Controlling Consent Preferences:

Consent management ensures that data usage complies with customer permissions and regulatory requirements.

* Steps to Implement Security Measures:

Data Encryption:

Enable encryption for data at rest using Salesforce Shield.

Ensure TLS/SSL encryption is used for data in transit.

Consent Management:

Set up and enforce consent preferences within Data Cloud.

Regularly audit and update consent records.

* Practical Application:

Example: A financial institution uses encryption to secure customer financial data and manages consent to comply with GDPR.

NEW QUESTION # 151

What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

- A. Cloud Storage Connector
- B. Commerce Cloud Connector
- C. Marketing Cloud Personalization Connector
- **D. Ingestion API**

Answer: D

Explanation:

The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to

100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

NEW QUESTION # 152

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- **A. Identity Resolution**

- B. Data Consolidation
- C. Harmonization
- D. Data Cleansing

Answer: A

Explanation:

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints.

Reference: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION # 153

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.

How should the Data Cloud consultant configure this activation?

- A. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
- B. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based on the new segment with no additional attributes.
- C. Include Fund Name and Fund Type by default for post processing in the target system.
- **D. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".**

Answer: D

Explanation:

Explanation

To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:

* A. Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.

* C. Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.

* D. Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION # 154

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