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Salesforce Certified Data Cloud Consultant Sample Questions (Q162-Q167):

NEW QUESTION # 162

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

Answer: D

Explanation:

Identity resolution is the feature that allows Data Cloud to match and reconcile data about individuals from multiple data sources into a single unified profile. Identity resolution uses rulesets to define how source profiles are matched and consolidated based on common attributes, such as name, email, phone, or party identifier. Identity resolution enables Data Cloud to create a 360-degree view of each customer across different data sources and systems¹². The other options are not the best features to highlight for this customer need because:

A . Data cleansing is the process of detecting and correcting errors or inconsistencies in data, such as duplicates, missing values, or invalid formats. Data cleansing can improve the quality and accuracy of data, but it does not match or reconcile data across different data sources³.

B . Harmonization is the process of standardizing and transforming data from different sources into a common format and structure. Harmonization can enable data integration and interoperability, but it does not match or reconcile data across different data sources⁴.

C . Data consolidation is the process of combining data from different sources into a single data set or system. Data consolidation can reduce data redundancy and complexity, but it does not match or reconcile data across different data sources⁵. Reference: 1: Data and Identity in Data Cloud | Salesforce Trailhead, 2: Data Cloud Identity Resolution | Salesforce AI Research, 3: [Data Cleansing - Salesforce], 4: [Harmonization - Salesforce], 5: [Data Consolidation - Salesforce]

NEW QUESTION # 163

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- A. Contact Point_Email
- B. Contact
- C. Individual
- D. Custom customer Email_c object

Answer: A

Explanation:

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email_c object. The other options are not the correct data entities to map to because:

- * A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.
- * C. The custom Customer Email_c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.
- * D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION # 164

How does Data Cloud ensure data privacy and security?

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

Answer: B

NEW QUESTION # 165

A customer wants to use the transactional data from their data warehouse in Data Cloud.

They are only able to export the data via an SFTP site.

How should the file be brought into Data Cloud?

- A. Ingest the file with the SFTP Connector.
- B. Ingest the file through the Cloud Storage Connector.
- C. Use Salesforce's Data Loader application to perform a bulk upload from a desktop.
- D. Manually import the file using the Data Import Wizard.

Answer: A

Explanation:

The SFTP Connector is a data source connector that allows Data Cloud to ingest data from an SFTP server. The customer can use the SFTP Connector to create a data stream from their exported file and bring it into Data Cloud as a data lake object. The other options are not the best ways to bring the file into Data Cloud because:

B . The Cloud Storage Connector is a data source connector that allows Data Cloud to ingest data from cloud storage services such as Amazon S3, Azure Storage, or Google Cloud Storage. The customer does not have their data in any of these services, but only on an SFTP site.

C . The Data Import Wizard is a tool that allows users to import data for many standard Salesforce objects, such as accounts, contacts, leads, solutions, and campaign members. It is not designed to import data from an SFTP site or for custom objects in Data Cloud.

D . The Data Loader is an application that allows users to insert, update, delete, or export Salesforce records. It is not designed to ingest data from an SFTP site or into Data Cloud. Reference: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

NEW QUESTION # 166

How should a Data Cloud consultant successfully apply consent during segmentation?

- A. Include Party Identification for any applicable channels of engagement in the filter criteria for each segment.
- B. Include the Consent Status from the golden record during activation for any applicable channels of engagement.
- C. **Include the Consent Status for any applicable channels of engagement in the filter criteria for each segment.**
- D. Include the Unified Profile during segmentation for any applicable channels of engagement.

Answer: C

Explanation:

Understanding Consent Management in Salesforce Data Cloud:

* Consent management is crucial for maintaining compliance with data protection regulations like GDPR and CCPA. It ensures that customer data is used in accordance with their given permissions.

NEW QUESTION # 167

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