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Salesforce Data-Con-101 Reliable Exam Guide: Salesforce Certified Data Cloud Consultant - TorrentExam Bring you The Best Products

Tech firms award high-paying job contracts to Salesforce Certified Data Cloud Consultant (Data-Con-101) certification holders. Every year many aspirants appear in the Data-Con-101 test of the certification, but few of them cannot crack it because of not finding reliable Salesforce Certified Data Cloud Consultant prep materials. So, you must prepare with real exam questions to pass the certification exam. If you don't rely on actual exam questions, you will fail and loss time and money.

Salesforce Certified Data Cloud Consultant Sample Questions (Q33-Q38):

NEW QUESTION # 33
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create a High Investment Balance calculated insight.
- B. Package High Investment Balance Customers in a data kit.
- C. Create new segments using nested segments.
- D. Create new segments by cloning High Investment Balance Customers.

Answer: C

Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a

segment and cannot be used for activation or personalization.

C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.
It is not a feature for creating segments, but rather for sharing components.

D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 34

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options.
Which Data Cloud feature should help with this use case?

- A. Global picklists
- B. Data harmonization
- C. Transformation formulas
- D. Value suggestion

Answer: D

Explanation:

Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 35

A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud.
It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.
How should a consultant fulfill this requirement within Data Cloud?

- A. Create one batch data transform per data stream.
- B. Use formula fields when ingesting at the data stream level.
- C. Create a streaming insight with a data action.
- D. Create one batch data transform that creates a new DLO.

Answer: D

Explanation:

To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:
Understanding the Problem :The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket,"
"shoes," "SHOES") and the presence of null values need to be addressed before activation.
Why Batch Data Transform?
A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets.
By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.
Steps to Implement This Solution :
Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.
Step 2: Create a new batch data transform by selecting the relevant data stream as the source.
Step 3: Use transformation functions to normalize the product names:
Apply the PROPER() function to convert all product names to proper case.
Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").
Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored

separately from the original dataset.

Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.

Why Not Other Options?

A). Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.

B). Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement.

Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.

C). Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple transforms, a single batch transform can handle all the required changes and output a unified, clean dataset.

By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.

NEW QUESTION # 36

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. Include Fund Name and Fund Type by default for post processing in the target system.
- 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. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
- 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:

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 # 37

Northern Trail Outfitters (NTO) owns and operates six unique brands, each with their own set of customers, transactions, and loyalty information. The marketing director wants to ensure that segments and activations from the NTO Outlet brand do not reference customers or transactions from the other brands.

What is the most efficient approach to handle this requirement?

- A. Use Business Unit Aware activation.
- B. Create a batch data transform to generate a DLO for the Outlet brand.
- C. Separate the Outlet brand into a data space.
- D. Separate the brands into six different data spaces.

Answer: C

Explanation:
To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:
Data Spaces (Option B):
Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.
Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.
Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").
Why Other Options Are Incorrect:
Business Unit Aware Activation (A):
Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.
BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.
Six Different Data Spaces (C):
While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.
Batch Data Transform to Generate DLO (D):
Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet- specific data and does not inherently prevent cross-brand references in segments.
Steps to Implement:
Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.
Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.
Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.
Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

NEW QUESTION # 38
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