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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q159-Q164):

NEW QUESTION # 159

Which authentication type is supported for a Cloud File Storage activation target?

- A. Using access and secret keys
- B. Using encrypted username and password
- C. Using JWT token

- D. Using private key certificate

Answer: A

Explanation:

To create a Cloud File Storage activation target, you need to provide access and secret keys for authentication⁵. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

NEW QUESTION # 160

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).

What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- **A. Create custom fields on the standard Individual DMO.**
- B. Create a custom DMO from scratch that has all fields that are needed.
- C. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
- D. Duplicate the standard Individual DMO and add the additional fields.

Answer: A

Explanation:

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data¹. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:

1: Data Model Objects in Data Cloud

NEW QUESTION # 161

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- **A. Leverage Reconciliation Rules**
- B. Create additional Contact Points
- C. Create additional Rule Sets
- D. Leverage Match Rules

Answer: A

Explanation:

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value. References: Identity Resolution Reconciliation Rules

NEW QUESTION # 162

Which two applications automatically create activation targets at the time the application is connected to Data Cloud?

- **A. Personalization powered by Interaction Studio**
- B. Marketing Cloud Engagement
- C. Amazon S3
- **D. B2C Commerce**

Answer: A,D

Explanation:

These two applications automatically create activation targets when they are connected to Data Cloud. You can use these targets to

activate segments or calculated insights to these applications. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_activation.htm&type=5

NEW QUESTION # 163

A retail customer wants to bring customer data from different sources and wants to take advantage of identity resolution so that it can be used in segmentation.

On which entity should this be segmented for activation membership?

- A. Individual
- B. Subscriber
- **C. Unified Individual**
- D. Unified Contact

Answer: C

Explanation:

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

Identity Resolution Ruleset Processing Results

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NEW QUESTION # 164

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