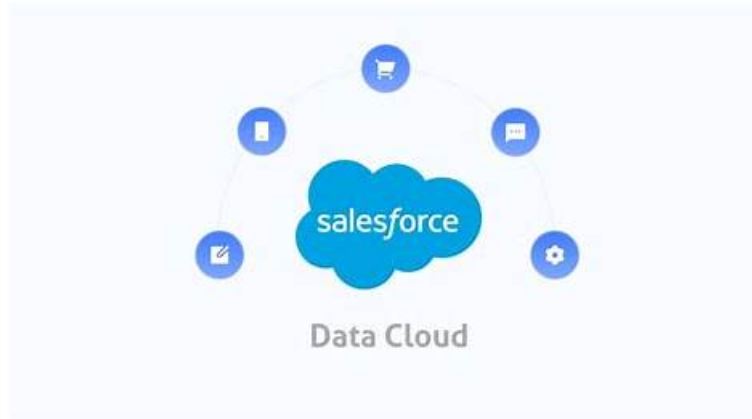


# Salesforce-Data-Cloudウェブトレーニング & Salesforce-Data-Cloud復習範囲



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>> Salesforce-Data-Cloudウェブトレーニング <<

## 検証するSalesforce-Data-Cloudウェブトレーニング & 合格スムーズ Salesforce-Data-Cloud復習範囲 | 便利なSalesforce-Data-Cloud模擬試験問題集

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## Salesforce Data Cloud Accredited Professional Exam 認定 Salesforce-Data-Cloud 試験問題 (Q152-Q157):

### 質問 # 152

A consultant is ingesting a list of employees from their human resources database that they want to segment on. Which data stream category should the consultant choose when ingesting this data?

- A. Engagement Data
- B. Contact Data
- C. Profile Data
- D. Other Data

正解: D

解説:

Categories of Data Streams:

Profile Data: Customer profiles and demographic information.

Contact Data: Contact points like email and phone numbers.

Other Data: Miscellaneous data that doesn't fit into the other categories.

Engagement Data: Interactions and behavioral data.

Reference: Salesforce Data Stream Categories

Ingesting Employee Data:

Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.

"Other Data" is appropriate for non-customer-specific data like employee information.

Reference: Salesforce Data Ingestion Guide

Steps to Ingest Employee Data:

Navigate to the data ingestion settings in Salesforce Data Cloud.

Select "Create New Data Stream" and choose the "Other Data" category.

Map the fields from the HR database to the corresponding fields in Data Cloud.

Reference: Salesforce Data Ingestion Tutorial

Practical Application:

Example: A company ingests employee data to segment internal communications or analyze workforce metrics.

Choosing the "Other Data" category ensures that this non-customer data is correctly managed and utilized.

Reference: Salesforce Data Management Case Studies

### 質問 # 153

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Sales Order
- B. Engagement
- C. Individual
- **D. Transaction**

正解: D

解説:

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud.

Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

### 質問 # 154

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

正解: B、C

解説:

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

#### 質問 # 155

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count. What is a reason for this?

- A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
- B. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- D. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

正解: A

解説:

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

#### 質問 # 156

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Membership
- B. Individual
- C. Global Account
- D. Party

正解: D

解説:

Explanation

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership.

References: [https://help.salesforce.com/s/articleView?id=sfc360\\_a\\_data\\_cloud\\_party.htm&type=5](https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_party.htm&type=5)

#### 質問 # 157

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