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Salesforce Certified Data Cloud Consultant Sample Questions (Q55-Q60):

NEW QUESTION # 55

Cumulus Financial uses calculated insights to compute the total banking value per branch for its high net worth customers. In the calculated insight, "banking value" is a metric, "branch" is a dimension, and "high net worth" is a filter.

What can be included as an attribute in activation?

- A. "high net worth" (filter)
- B. "banking value" (metric)
- C. "branch" (dimension)
- D. "branch" (dimension) and "banking metric"

Answer: C

Explanation:

According to the Salesforce Data Cloud documentation, an attribute is a dimension or a measure that can be used in activation. A dimension is a categorical variable that can be used to group or filter data, such as branch, region, or product. A measure is a numerical variable that can be used to calculate metrics, such as revenue, profit, or count. A filter is a condition that can be applied to limit the data that is used in a calculated insight, such as high net worth, age range, or gender. In this question, the calculated insight uses "banking value" as a metric, which is a measure, and "branch" as a dimension. Therefore, only "branch" can be included as an attribute in activation, since it is a dimension. The other options are either measures or filters, which are not attributes. References: Data Cloud Permission Sets, Salesforce Data Cloud Exam Questions

NEW QUESTION # 56

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- B. Individuals who purchased at least one of any 'red' product or purchased at least one pair of shoes'
- C. Individuals who purchased at least one of any red' product and also purchased at least one pair of shoes'
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

Answer: C

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

NEW QUESTION # 57

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO's desire to separate its data by brand?

- A. Data sources for each brand
- B. Data model objects for each brand
- C. Data streams for each brand
- D. Data spaces for each brand

Answer: D

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit¹. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation². For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands³. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand⁴. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand⁵. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. References: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION # 58

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target.

Which two actions are required when configuring the activation?

Choose 2 answers

- A. Select contact points.
- B. Add additional attributes.
- C. Add the calculated insight in the activation.
- D. Choose a segment.

Answer: A,D

Explanation:

To configure an activation to a Marketing Cloud activation target, you need to choose a segment and select contact points. Choosing a segment allows you to specify which unified individuals you want to activate.

Selecting contact points allows you to map the attributes from the segment to the fields in the Marketing Cloud data extension. You do not need to add additional attributes or add the calculated insight in the activation, as these are already part of the segment definition. References: Create a Marketing Cloud Activation Target; Types of Data Targets in Data Cloud

NEW QUESTION # 59

What should a user do to pause a segment activation with the intent of using that segment again?

- A. Delete the segment.
- B. Stop the publish schedule.
- C. Deactivate the segment.
- D. Skip the activation.

Answer: C

Explanation:

The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time¹. This option allows the user to pause a segment activation with the intent of using that segment again.

The other options are incorrect for the following reasons:

B). Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone². This option does not allow the user to use the segment again.

C). Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles³. This option does not pause the segment activation indefinitely.

D). Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment⁴. This option does not pause the segment activation completely.

1: Deactivated Segment article on Salesforce Help

2: Delete a Segment article on Salesforce Help

3: Skip an Activation article on Salesforce Help

4: Stop a Publish Schedule article on Salesforce Help

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