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Salesforce Certified Data Cloud Consultant Sample Questions (Q165-Q170):

NEW QUESTION # 165
Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud.
In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Calculated Insight > Refresh Data Stream > Identity Resolution
- B. Refresh Data Stream > Identity Resolution > Calculated Insight
- C. Refresh Data Stream > Calculated Insight > Identity Resolution
- D. Identity Resolution > Refresh Data Stream > Calculated Insight

Answer: B

Explanation:
To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:
Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings1.
Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well2. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.

Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes3.

Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

1: Configure Data Stream Refresh and Frequency - Salesforce

2: Identity Resolution Ruleset Processing Results - Salesforce

3: Calculated Insights - Salesforce

NEW QUESTION # 166

Northern Trail Outfitters unifies individuals in its Data Cloud instance.

Which three features ca e consultant use to validate the data on a unified profile?

Choose 3 answers

- A. Identity Resolution
- B. Data Explorer
- C. Query APL
- D. Profile Explorer
- E. Data Actions

Answer: A,B,D

Explanation:

To validate the data on a unified profile, the consultant can use the following features:

Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources1.

Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities2.

Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions3. References:

1: Identity Resolution in Data Cloud

2: Data Explorer in Data Cloud

3: Profile Explorer in Data Cloud

NEW QUESTION # 167

Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.

What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

- A. The B2C Commerce Order Bundle ingests 6 months of historical data.
- B. The B2C Commerce Order Bundle ingests 12 months of historical data.
- C. The B2C Commerce Order Bundle ingests 30 days of historical data.
- D. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.

Answer: D

Explanation:

The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file12. References:

Create a B2C Commerce Data Bundle

Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION # 168

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

Answer: A,B

Explanation:

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

NEW QUESTION # 169

Northern Trail Outfitters (NTO) is getting ready to start ingesting its CRM data into Data Cloud.

While setting up the connector, which type of refresh should NTO expect when the data stream is deployed for the first time?

- A. Manual refresh
- B. Incremental
- C. Full refresh
- D. Partial refresh

Answer: C

Explanation:

Data Stream Deployment: When setting up a data stream in Salesforce Data Cloud, the initial deployment requires a comprehensive data load.

Types of Refreshes:

Incremental Refresh: Only updates with new or changed data since the last refresh.

Manual Refresh: Requires a user to manually initiate the data load.

Partial Refresh: Only a subset of the data is refreshed.

Full Refresh: Loads the entire dataset into the system.

First-Time Deployment: For the initial deployment of a data stream, a full refresh is necessary to ensure all data from the source system is ingested into Salesforce Data Cloud.

References:

Salesforce Documentation: Data Stream Setup

Salesforce Data Cloud Guide

NEW QUESTION # 170

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