

Data-Con-101模擬問題、Data-Con-101全真問題集



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Salesforce Data-Con-101 認定試験の出題範囲:

トピック	出題範囲
トピック 1	<ul style="list-style-type: none">• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
トピック 2	<ul style="list-style-type: none">• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.
トピック 3	<ul style="list-style-type: none">• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.

トピック 4	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
トピック 5	<ul style="list-style-type: none"> • Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.

>> **Data-Con-101** 模擬問題 <<

真実な **Data-Con-101** 模擬問題 - Topexam 内の全て

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Salesforce Certified Data Cloud Consultant 認定 **Data-Con-101** 試験問題 (Q48-Q53):

質問 # 48

A rideshare company wants to send an email to customers that provides a year-in-review with five "fun" trip statistics, such as destination, distance traveled, etc. This raw data arrives into Data Cloud and is not aggregated at source.

The company creates a segment of customers that had at least one ride in the last 365 days.

Following best practices, which solution should the consultant recommend in Data Cloud to personalize the content of the email?

- A. Include related attributes in the activation for the last 365 days.
- **B. Use a data transform to aggregate the statistics and map them to direct attributes on Individual to include in the activation.**
- C. Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email.
- D. Create five calculated insights for the activation and add dimension filters.

正解: **B**

解説:

To personalize the content of the email with five "fun" trip statistics, the consultant should recommend using a data transform to aggregate the statistics and map them to direct attributes on the Individual object for inclusion in the activation. Here's why:

Understanding the Requirement

The rideshare company wants to send personalized emails to customers with aggregated trip statistics (e.g., destination, distance traveled).

The raw data is not aggregated at the source, so it must be processed in Data Cloud.

Why Use a Data Transform?

Aggregating Statistics :

A data transform can aggregate the raw trip data (e.g., summing distances, counting destinations) into meaningful statistics for each customer.

This ensures that the data is summarized and ready for personalization.

Mapping to Direct Attributes :

The aggregated statistics can be mapped to direct attributes on the Individual object.

These attributes can then be included in the activation and used to personalize the email content.

Other Options Are Less Suitable :

B). Create five calculated insights for the activation and add dimension filters : While calculated insights are useful, creating five separate insights is inefficient compared to a single data transform.

C). Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in

the email : This approach is overly complex and shifts the aggregation burden to Marketing Cloud, which is not ideal.

D). Include related attributes in the activation for the last 365 days : Including raw data without aggregation would result in unprocessed information, making personalization difficult.

Steps to Implement the Solution

Step 1: Create a Data Transform

Use a batch or streaming data transform to aggregate the trip statistics (e.g., total distance, unique destinations) for each customer.

Step 2: Map Aggregated Data to Individual Object

Map the aggregated statistics to direct attributes on the Individual object in Data Cloud.

Step 3: Activate the Data

Include the aggregated attributes in the activation for the email campaign.

Step 4: Personalize the Email

Use the activated attributes to personalize the email content with the trip statistics.

Conclusion

Using a data transform to aggregate the statistics and map them to direct attributes on the Individual object is the most efficient and effective solution for personalizing the email content.

質問 # 49

How should a Data Cloud consultant successfully apply consent during segmentation?

- A. Include the Consent Status for any applicable channels of engagement in the filter criteria for each segment.
- B. Include the Consent Status from the golden record during activation for any applicable channels of engagement.
- C. Include Party Identification for any applicable channels of engagement in the filter criteria for each segment.
- D. Include the Unified Profile during segmentation for any applicable channels of engagement.

正解: A

解説:

Understanding Consent Management in Salesforce Data Cloud:

Consent management is crucial for maintaining compliance with data protection regulations like GDPR and CCPA. It ensures that customer data is used in accordance with their given permissions.

Reference: Salesforce Consent Management Documentation

Role of Consent Status in Segmentation:

The Consent Status indicates whether a customer has agreed or opted-in to specific types of communication or data processing activities.

During segmentation, applying the correct consent status ensures that only those customers who have provided the necessary permissions are included in targeted campaigns.

Reference: Salesforce Data Cloud Consent Management Overview

Implementation of Consent Status in Segmentation:

When creating segments, including the Consent Status in the filter criteria helps to dynamically segment the audience based on their consent preferences.

This ensures compliance and improves the relevance and personalization of communications.

Example: If creating a marketing campaign for email outreach, the segment would only include customers who have a consent status allowing email communication.

Reference: Salesforce Data Cloud Segmentation Guide

Practical Application:

Go to the segmentation tool within Salesforce Data Cloud.

In the filter criteria, add the Consent Status attribute relevant to the channel of engagement.

Define the values (e.g., Opted-in, Subscribed) to ensure only compliant customer profiles are included.

質問 # 50

An automotive dealership wants to implement Data Cloud.

What is a use case for Data Cloud's capabilities?

- A. Use browser cookies to track visitor activity on the website and display personalized recommendations.
- B. Implement a full archive solution with version management.
- C. Build a source of truth for consent management across all unified individuals.
- D. Ingest customer interaction across different touch points, harmonize, and build a data model for analytical reporting.

正解: D

解説:

The most relevant use case for implementing Salesforce Data Cloud in an automotive dealership is ingesting customer interactions across different touchpoints, harmonizing the data, and building a data model for analytical reporting . Here's why:

1. Understanding the Use Case

Salesforce Data Cloud is designed to unify customer data from multiple sources, harmonize it into a single view, and enable actionable insights through analytics and segmentation. For an automotive dealership, this means:

Collecting data from various touchpoints such as website visits, service appointments, test drives, and marketing campaigns.

Harmonizing this data into a unified profile for each customer.

Building a data model that supports advanced analytical reporting to drive business decisions.

This use case aligns perfectly with Data Cloud's core capabilities, making it the most appropriate choice.

2. Why Not Other Options?

Option A: Implement a full archive solution with version management.

Salesforce Data Cloud is not primarily an archiving or version management tool. While it can store historical data, its focus is on unifying and analyzing customer data rather than providing a full-fledged archival solution with version control.

Tools like Salesforce Shield or external archival systems are better suited for this purpose.

Option B: Use browser cookies to track visitor activity on the website and display personalized recommendations.

While Salesforce Data Cloud can integrate with tools like Marketing Cloud Personalization (Interaction Studio) to deliver personalized experiences, it does not directly manage browser cookies or real-time web tracking.

This functionality is typically handled by specialized tools like Interaction Studio or third-party web analytics platforms.

Option C: Build a source of truth for consent management across all unified individuals.

While Data Cloud can help manage unified customer profiles, consent management is better handled by Salesforce's Consent Management Framework or other dedicated compliance tools.

Data Cloud focuses on data unification and analytics, not specifically on consent governance.

3. How Data Cloud Supports Option D

Here's how Salesforce Data Cloud enables the selected use case:

Step 1: Ingest Customer Interactions

Data Cloud connects to various data sources, including CRM systems, websites, mobile apps, and third-party platforms.

For an automotive dealership, this could include:

Website interactions (e.g., browsing vehicle models).

Service center visits and repair history.

Test drive bookings and purchase history.

Marketing campaign responses.

Step 2: Harmonize Data

Data Cloud uses identity resolution to unify customer data from different sources into a single profile for each individual.

For example, if a customer interacts with the dealership via email, phone, and in-person visits, Data Cloud consolidates these interactions into one unified profile.

Step 3: Build a Data Model

Data Cloud allows you to create a data model that organizes customer attributes and interactions in a structured way.

This model can be used to analyze customer behavior, segment audiences, and generate reports.

For instance, the dealership could identify customers who frequently visit the service center but haven't purchased a new vehicle recently, enabling targeted upsell campaigns.

Step 4: Enable Analytical Reporting

Once the data is harmonized and modeled, it can be used for advanced analytics and reporting.

Reports might include:

Customer lifetime value (CLV).

Campaign performance metrics.

Trends in customer preferences (e.g., interest in electric vehicles).

4. Salesforce Documentation Reference

According to Salesforce's official Data Cloud documentation:

Data Cloud is designed to unify customer data from multiple sources, enabling businesses to gain a 360-degree view of their customers.

It supports harmonization of data into a single profile and provides tools for segmentation and analytical reporting .

These capabilities make it ideal for industries like automotive dealerships, where understanding customer interactions across touchpoints is critical for driving sales and improving customer satisfaction.

質問 # 51

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

正解: A

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 # 52

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Stream Setup
- B. Data Mapping
- C. Segment Setup
- D. Data Transformation

正解: C

解説:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home.

Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

質問 # 53

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