


Exam Data-Con-101 Study Guide & Data-Con-101 Reliable Learning Materials

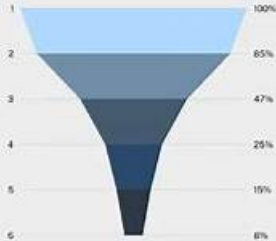


This study guide aims to streamline your preparation for the upcoming exam by organizing essential content, key concepts, and major themes covered in the course.

It includes summaries of important topics, practice questions, and tips for effective study to maximize your exam performance.

Exam Study Guide

★★★★★★★★



Level	Percentage
1	100%
2	85%
3	47%
4	25%
5	19%
6	8%

Key Concepts and Terms

List and define the key concepts, theories, and terms that are crucial for the exam.

This section serves as a quick reference to refresh your memory on foundational elements of the course.

- **Concept/ Term 1:** Definition and significance.
- **Concept/ Term 2:** Definition and significance.
- **Additional Concepts/Terms:** Continue listing with definitions and relevance.

Detailed Topic Summaries

In-depth Review: Provide detailed summaries of each major topic likely to be on the exam.

Focus on the areas emphasized in lectures and readings, and explain how these topics interconnect within the course.

- **Topic 1:** Main points and key details.
- **Topic 2:** Main points and key details.
- **Further Topics:** Extend summaries to cover all relevant material.

Important Figures and Events

Key Historical or Subject-specific Figures/Events: If applicable, detail significant figures or events that have been highlighted throughout the course.

Include their contributions or outcomes and why they are important for this exam.

- **Figure/Event 1:** Contribution and relevance.
- **Figure/Event 2:** Contribution and relevance.
- **Additional Figures/Events:** Continue listing as necessary.

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It is very necessary for a lot of people to attach high importance to the Data-Con-101 exam. It is also known to us that passing the exam is not an easy thing for many people, so a good study method is very important for a lot of people, in addition, a suitable study tool is equally important, because the good and suitable Data-Con-101 reference guide can help people pass the exam in a relaxed state. We are glad to introduce the Data-Con-101 certification study guide materials from our company to you. We believe our Data-Con-101 study materials will be very useful and helpful for you to pass the Data-Con-101 exam.

Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.

Topic 2	<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.
Topic 3	<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.
Topic 4	<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.
Topic 5	<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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q17-Q22):

NEW QUESTION # 17

A consultant is integrating an Amazon S3 activated campaign with the customer's destination system.

In order for the destination system to find the metadata about the segment, which file on the S3 will contain this information for processing?

- A. The .zip file
- B. The .csv file
- **C. The json file**
- D. The .txt file

Answer: C

Explanation:

The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file. The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION # 18

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. Transaction**
- D. Individual

Answer: C

Explanation:

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

NEW QUESTION # 19

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- A. Contact Point_Email
- B. Contact
- C. Individual
- D. Custom customer Email __c object

Answer: A

Explanation:

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email __c object. The other options are not the correct data entities to map to because:

A). The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

C). The custom Customer Email __c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

D). The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers,

[Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION # 20

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

Answer: D

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 data. 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 # 21

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

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

Answer: C

Explanation:

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.

NEW QUESTION # 22

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