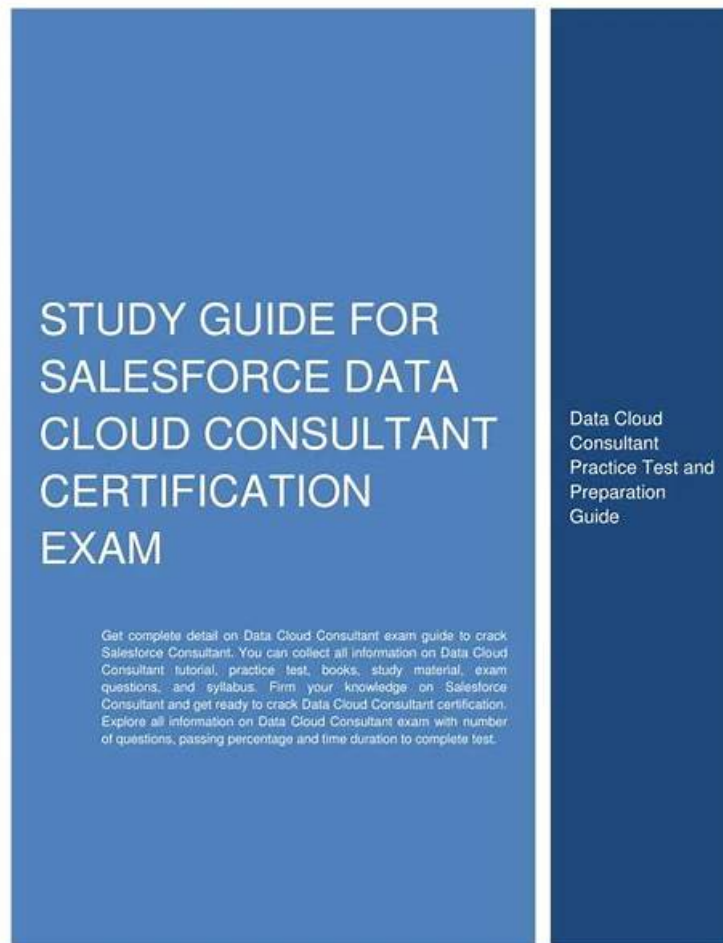


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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q107-Q112):

NEW QUESTION # 107

Northern Trail Outfitters wants to create a segment with customers that have purchased in the last 24 hours.

The segment data must be as up to date as possible.

What should the consultant Implement when creating the segment?

- **A. Use streaming insights for near real-time segmentation results.**
- B. Use standard segment with a publish interval of 30 minutes.
- C. Use Einstein segmentation optimization to collect data from the last 24 hours.
- D. Use rapid segments with a publish interval of 1 hour.

Answer: A

Explanation:

To address Northern Trail Outfitters' requirement of creating a segment with customers who have purchased in the last 24 hours, while ensuring the data is as up to date as possible, streaming insights is the most appropriate solution. Here's why:

Understanding Streaming Insights :Salesforce Data Cloud provides Streaming Insights , which enables near real-time data processing and segmentation. This feature allows businesses to capture and act on customer interactions or transactions almost instantly, making it ideal for time-sensitive use cases like identifying recent purchasers.

Why Not Other Options?

Option B (Einstein Segmentation Optimization) : Einstein Segmentation Optimization focuses on improving segment performance using AI but does not inherently provide near real-time data updates. It is more about refining existing segments rather than ensuring low-latency data availability.

Option C (Rapid Segments with a Publish Interval of 1 Hour) : Rapid Segments are faster than standard segments but still involve a delay due to the publish interval. A 1-hour interval would not meet the "as up to date as possible" requirement.

Option D (Standard Segment with a Publish Interval of 30 Minutes) : Standard segments are processed less frequently and typically involve longer delays. Even with a 30-minute interval, this option cannot match the near real-time capabilities of streaming insights.

How Streaming Insights Works :

Streaming Insights processes data from connected sources (e.g., CRM, external systems) in near real-time.

When a customer makes a purchase, the transaction data is ingested into Data Cloud and immediately available for segmentation.

The consultant can configure a segment rule to include only customers whose purchase timestamp falls within the last 24 hours.

Salesforce Documentation Reference :According to Salesforce's official Data Cloud documentation, Streaming Insights is designed for scenarios where timely data is critical. It ensures that segments reflect the latest customer behavior without significant delays, aligning perfectly with Northern Trail Outfitters' needs.

NEW QUESTION # 108

What component of Calculated Insights can be included as attribute data in an activation?

- A. Filters
- B. Metrics and Dimensions
- **C. Dimensions**
- D. Metrics

Answer: C

Explanation:

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list. References:

https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_calculated_insights.htm&type=5

NEW QUESTION # 109

Northern Trail Outfitters has the following customer data to ingest into Data Cloud and use for segmentation.

1. Propensity to purchase

2. Has active membership
3. Work email address

Which data types should the consultant use when ingesting this data?

- A. Number, Text, URL
- **B. Percent, Boolean, Email**
- C. Number, Boolean, Text
- D. Percent, Number, Email

Answer: B

Explanation:

When ingesting customer data into Data Cloud, it is critical to use the correct data types to ensure proper segmentation and usage. Here's how the consultant should handle the provided data points:

Propensity to Purchase :

This represents a likelihood or probability value, typically expressed as a percentage (e.g., 75%).

The appropriate data type for this field is Percent , which allows for easy interpretation and use in segmentation.

Has Active Membership :

This is a binary value indicating whether a customer has an active membership (e.g., "Yes" or "No").

The correct data type for this field is Boolean , which supports true/false values.

Work Email Address :

This is a standard email address field.

The appropriate data type is Email , which ensures proper validation and formatting.

Why Not Other Options?

A). Number, Text, URL: These data types are incorrect because "Propensity to Purchase" should be a percentage, not a generic number. Similarly, "Work Email Address" should be an email type, not a URL.

C). Number, Boolean, Text: While "Number" could work for propensity scores, it lacks the semantic meaning of a percentage. Additionally, "Text" is not suitable for email addresses.

D). Percent, Number, Email: Using "Number" for "Has Active Membership" is incorrect because it is a binary value, not a numeric one.

By selecting Percent, Boolean, Email , the consultant ensures that the data is correctly formatted and ready for segmentation and analysis.

NEW QUESTION # 110

What are the two minimum requirements needed when using the Visual Insights Builder to create a Calculated Insight?

- A. WHERE clause is required
- **B. At least one dimension**
- **C. At least one measure**
- D. At least two objects to join

Answer: B,C

Explanation:

Explanation

These two requirements are needed when using the Visual Insights Builder to create a Calculated Insight. A dimension is an attribute that can be used to group or filter data, such as product category or customer segment. A measure is an attribute that can be used to perform calculations, such as revenue or quantity.

References:https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights_create.htm&type=5

NEW QUESTION # 111

Which of the following cannot be used in Segmentation? (Choose 2)

- **A. Date Time Measures**
- **B. Text Measures**
- C. Aggregate Functions
- D. Numeric Measures

Answer: A,B

Explanation:

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. Reference: Measures and Dimensions

NEW QUESTION # 112

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