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## Salesforce Certified Data Cloud Consultant Sample Questions (Q46-Q51):

### NEW QUESTION # 46

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands. What should the consultant do to make the object available for a new data space?

- A. Create a batch transform to split data between different data spaces.
- B. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- C. Create a new data stream and map the second data stream to the data space.
- **D. Navigate to the Data Space tab and select the object to be included in the new data space.**

**Answer: D**

Explanation:

When setting up Data Cloud for a multi-brand organization, if a consultant cannot map an object for one of the brands during data stream setup, they should navigate to the Data Space tab and select the object to include it in the new data space. Here's why:

Understanding the Issue

The consultant is using data spaces to segregate data for different brands.

While mapping a data stream, they notice that an object is unavailable for one of the brands.

This indicates that the object has not been associated with the new data space.

Why Navigate to the Data Space Tab?

Data Spaces and Object Availability :

Objects must be explicitly added to a data space before they can be used in mappings or transformations within that space.

If an object is missing, it means it has not been included in the data space configuration.

Solution Approach :

By navigating to the Data Space tab , the consultant can add the required object to the new data space.

This ensures the object becomes available for mapping and use in the data stream.

Steps to Resolve the Issue

Step 1: Navigate to the Data Space Tab

Go to Data Cloud > Data Spaces and locate the new data space for the brand.

Step 2: Add the Missing Object

Select the data space and click on Edit .

Add the required object (e.g., a Data Model Object or Data Lake Object) to the data space.

Step 3: Save and Verify

Save the changes and return to the data stream setup.

Verify that the object is now available for mapping.

Step 4: Complete the Mapping

Proceed with mapping the object in the data stream.

Why Not Other Options?

A). Create a new data stream and map the second data stream to the data space :Creating a new data stream is unnecessary if the issue is simply object availability in the data space.

B). Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space :This is overly complex and not required if the object can simply be added to the data space.

C). Create a batch transform to split data between different data spaces :Batch transforms are used for data processing, not for resolving object availability issues.

Conclusion

The correct solution is to navigate to the Data Space tab and select the object to include it in the new data space . This ensures the object is available for mapping and resolves the issue efficiently.

### NEW QUESTION # 47

Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.

What should a consultant do to accommodate this request?

- **A. Use a streaming insight paired with a data action**
- B. Use a calculated insight paired with a flow.
- C. Use streaming data transform with a flow.
- D. Use streaming data transform combined with a data action.

**Answer: A**

Explanation:

A streaming insight is a type of insight that analyzes streaming data in real time and triggers actions based on predefined conditions. A data action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. By using a streaming insight paired with a data action, a consultant can accommodate Cumulus Financial's request to track the daily transaction volume of each customer and send out a notification when the volume is outside the normal range. A calculated insight is a type of insight that performs calculations on data in a data space and stores the results in a data extension. A streaming data transform is a type of data transform that applies transformations to streaming data in real time and stores the results in a data extension. A flow is a type of automation that executes a series of actions when triggered by an event, a schedule, or another flow. None of these options can achieve the same functionality as a streaming insight paired with a data action. References: Use Insights in Data Cloud Unit, Streaming Insights and Data Actions Use Cases, Streaming Insights and Data Actions Limits and Behaviors

#### NEW QUESTION # 48

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 Unified Profile during segmentation 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 Consent Status from the golden record during activation for any applicable channels of engagement.

**Answer: A**

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 # 49

Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud.

What should NTO use to achieve this?

- **A. Direct Sales Order entity ingestion**

- B. B2C Commerce Starter Bundles plus a custom extract
- C. B2C Commerce Starter Bundles
- D. Direct Sales Product entity ingestion

**Answer: B**

Explanation:

The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:

- A). B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
- B). Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
- C). Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

#### NEW QUESTION # 50

A user is not seeing suggested values from newly-modeled data when building a segment.  
What is causing this issue?

- A. Value suggestion is still processing and to be available.
- B. Value suggestion will only return result for the first 50 values of a specific attribute.
- C. Value suggestion requires Data Aware Specialist permissions at a minimum.
- D. Value suggestion can only work on direct attributes and not related attributes.

**Answer: A**

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

#### NEW QUESTION # 51

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