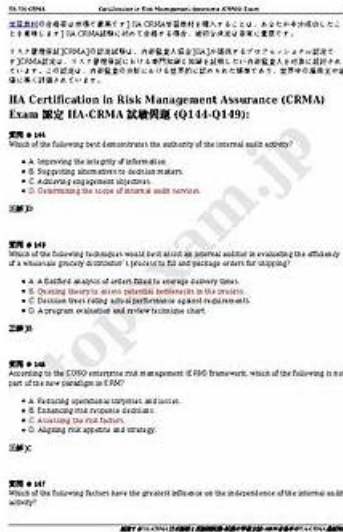


試験の準備方法-高品質なData-Con-101日本語版と英語版試験-100%合格率のData-Con-101練習問題



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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 2	<ul style="list-style-type: none"> • Data Cloud Setup and Administration:
トピック 5	<ul style="list-style-type: none"> • 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.

トピック 7	<ul style="list-style-type: none"> • Identity Resolution:
トピック 9	<ul style="list-style-type: none"> • 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 11	<ul style="list-style-type: none"> • 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.
トピック 12	<ul style="list-style-type: none"> • 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.

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100%合格率Data-Con-101 | 正確なData-Con-101日本語版と英語版試験 | 試験の準備方法Salesforce Certified Data Cloud Consultant練習問題

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Salesforce Certified Data Cloud Consultant 認定 Data-Con-101 試験問題 (Q167-Q172):

質問 # 167

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- **B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.**
- C. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- D. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

正解: B

解説:

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

質問 # 168

How can a consultant modify attribute names to match a naming convention in Cloud File Storage targets?

- A. Update attribute names in the data stream configuration.
- B. Update field names in the data model object.
- **C. Set preferred attribute names when configuring activation.**
- D. Use a formula field to update the field name in an activation.

正解: C

解説:

A Cloud File Storage target is a type of data action target in Data Cloud that allows sending data to a cloud storage service such as Amazon S3 or Google Cloud Storage. When configuring an activation to a Cloud File Storage target, a consultant can modify the attribute names to match a naming convention by setting preferred attribute names in Data Cloud. Preferred attribute names are aliases that can be used to control the field names in the target file. They can be set for each attribute in the activation configuration, and they will override the default field names from the data model object. The other options are incorrect because they do not affect the field names in the target file. Using a formula field to update the field name in an activation will not change the field name, but only the field value. Updating attribute names in the data stream configuration will not affect the existing data lake objects or data model objects. Updating field names in the data model object will change the field names for all data sources and activations that use the object, which may not be desirable or consistent. References: Preferred Attribute Name, Create a Data Cloud Activation Target, Cloud File Storage Target

質問 # 169

A customer notices that their consolidation rate is low across their account unification. They have mapped Account to the Individual and Contact Point Email DMOs.

What should they do to increase their consolidation rate?

- A. Update their account address details in the data source
- B. Change reconciliation rules to Most Occurring.
- C. Disable the individual identity ruleset.
- **D. Increase the number of matching rules.**

正解: D

解説:

Consolidation Rate: The consolidation rate in Salesforce Data Cloud refers to the effectiveness of unifying records into a single profile. A low consolidation rate indicates that many records are not being successfully unified.

Matching Rules: Matching rules are critical in the identity resolution process. They define the criteria for identifying and merging duplicate records.

Solution:

Increase Matching Rules: Adding more matching rules improves the system's ability to identify duplicate records. This includes matching on additional fields or using more sophisticated matching algorithms.

Steps:

Access the Identity Resolution settings in Data Cloud.

Review the current matching rules.

Add new rules that consider more fields such as phone number, address, or other unique identifiers.

Benefits:

Improved Unification: Higher accuracy in matching and merging records, leading to a higher consolidation rate.

Comprehensive Profiles: Enhanced customer profiles with consolidated data from multiple sources.

References:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Matching Rules

質問 # 170

Which statement is true related to batch ingestions from Salesforce CRM?

- A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.
- B. The CRM connector performs an incremental refresh when 600K or more deletion records are detected.
- **C. When a column is added or removed, the CRM connector performs a full refresh.**
- D. The CRM connector's synchronization times can be customized to up to 15-minute intervals.

正解: C

解説:

The question asks which statement is true about batch ingestions from Salesforce CRM into Salesforce Data Cloud. Batch ingestion refers to the process of periodically syncing data from Salesforce CRM (e.g., Accounts, Contacts, Opportunities) into Data Cloud. The focus is on how the CRM connector handles changes in data structure (e.g., adding or removing columns) and synchronization behavior.

Why A is Correct: "When a column is added or removed, the CRM connector performs a full refresh." Behavior of the CRM Connector :

The Salesforce CRM connector automatically detects schema changes, such as when a field (column) is added or removed in the source CRM object.

When such changes occur, the CRM connector triggers a full refresh of the data for that object. This ensures that the data model in Data Cloud aligns with the updated schema in Salesforce CRM.

Why a Full Refresh is Necessary :

A full refresh ensures that all records are re-ingested with the updated schema, avoiding inconsistencies or missing data caused by incremental updates.

Incremental updates only capture changes (e.g., new or modified records), so they cannot handle schema changes effectively.

Other Options Are Incorrect :

B). The CRM connector performs an incremental refresh when 600K or more deletion records are detected :

This is incorrect because the CRM connector does not switch to incremental refresh based on the number of deletion records. It always performs incremental updates unless a schema change triggers a full refresh.

C). The CRM connector's synchronization times can be customized to up to 15-minute intervals : While synchronization schedules can be customized, the minimum interval is typically 1 hour , not 15 minutes.

D). CRM data cannot be manually refreshed and must wait for the next scheduled synchronization : This is incorrect because users can manually trigger a refresh of CRM data in Data Cloud if needed.

Steps to Understand CRM Connector Behavior

Step 1: Schema Changes Trigger Full Refresh

If a field is added or removed in Salesforce CRM, the CRM connector detects this change and initiates a full refresh of the corresponding object in Data Cloud.

Step 2: Incremental Updates for Regular Syncs

For regular synchronization, the CRM connector performs incremental updates, capturing only new or modified records since the last sync.

Step 3: Manual Refresh Option

Users can manually trigger a refresh in Data Cloud if immediate synchronization is required, bypassing the scheduled sync.

Step 4: Monitor Synchronization Logs

Use the Data Cloud Monitoring tools to track synchronization status, including full refreshes and incremental updates.

Conclusion

The statement "When a column is added or removed, the CRM connector performs a full refresh" is true. This behavior ensures that the data model in Data Cloud remains consistent with the schema in Salesforce CRM, avoiding potential data integrity issues.

質問 # 171

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

正解: A、D

解説:

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

質問 # 172

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