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## Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q111-Q116):

### NEW QUESTION # 111

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

- A. Import the file into Amazon S3 and ingest with the Cloud Storage Connector
- B. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
- C. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector
- D. Manually import the file using the Data Import Wizard

**Answer: A,C**

Explanation:

These two options are recommended ways to bring transactional data from a data warehouse into Data Cloud via a SFTP site. You can use the Cloud Storage Connector to ingest files from Google Cloud Storage or Amazon S3 buckets into Data Cloud.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_google\\_cloud\\_storage.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5)

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### NEW QUESTION # 112

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- **A. Is Anniversary Of**
- B. Is Between
- C. Is This Year
- D. Is Birthday

**Answer: A**

Explanation:

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year.

References:[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_segmentation\\_operators.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operators.htm&type=5)

### NEW QUESTION # 113

What does it mean to build a trust-based, first-party data asset?

- A. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud
- B. Ensure opt-in consents are collected for all email marketing as required by law
- **C. Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange**
- D. Obtain competitive data from reliable sources through interviews, surveys, and polls

**Answer: C**

Explanation:

This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way. References:

<https://www.salesforce.com/products/genie/overview/>

### NEW QUESTION # 114

A marketing manager at Northern Trail Outfitters wants to improve marketing return on investment (ROI) by tapping into Insights from Data Cloud Segment Intelligence.

Which permission set does a user need to set this up?

- **A. Data Cloud Admin**
- B. Data Cloud User
- C. Cloud Marketing Manager
- D. Data Cloud Data Aware Specialist

**Answer: A**

Explanation:

To configure and use Segment Intelligence in Salesforce Data Cloud for improving marketing ROI, the user requires administrative privileges. Here's the detailed analysis:

Data Cloud Admin (Option D):

Permission Set Scope:

The Data Cloud Admin permission set grants full access to configure advanced Data Cloud features, including Segment Intelligence, which provides AI-driven insights (e.g., audience trends, engagement metrics).

Admins can define metrics, enable predictive models, and analyze segment performance, all critical for optimizing marketing ROI.

Official Documentation:

Salesforce's Data Cloud Permission Sets Guide explicitly states that Segment Intelligence configuration and management require administrative privileges. Only the Data Cloud Admin role can modify data model settings, access AI/ML tools, and apply segment recommendations (Source: "Admin vs. Standard User Permissions").

Why "Cloud Marketing Manager (C)" Is Incorrect:

No Standard Permission Set:

"Cloud Marketing Manager" is not a standard Salesforce Data Cloud permission set. This option may conflate Marketing Cloud roles (e.g., Marketing Manager) with Data Cloud's permission structure.

Marketing Cloud vs. Data Cloud:

While Marketing Cloud has roles like "Marketing Manager," Data Cloud uses distinct permission sets (Admin, User, Data Aware Specialist). Segment Intelligence is a Data Cloud feature and requires Data Cloud-specific permissions.

Other Options:

Data Cloud Data Aware Specialist (A): Provides read-only access to data governance tools but lacks permissions to configure Segment Intelligence.

Data Cloud User (B): Allows basic segment activation and viewing but cannot set up AI-driven insights.

Steps to Validate:

Step 1: Assign the Data Cloud Admin permission set via Setup > Users > Permission Sets.

Step 2: Navigate to Data Cloud > Segment Intelligence to configure analytics, review AI recommendations, and optimize segments.

Step 3: Use insights to refine targeting and measure ROI improvements.

Conclusion: The Data Cloud Admin permission set is required to configure and leverage Segment Intelligence, as it provides the necessary administrative rights to Data Cloud's advanced analytics and AI tools. "Cloud Marketing Manager" is not a valid permission set in Data Cloud.

### NEW QUESTION # 115

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

- A. Calculated insight
- B. Formula fields
- C. Streaming insight
- D. Batch transform

**Answer: C**

Explanation:

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables. References: Streaming Insight, Create Streaming Insights

### NEW QUESTION # 116

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