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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q13-Q18):

NEW QUESTION # 13

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

- A. Create object permission enabled in Data Cloud org
- B. Ingest Object permission is enabled in the CRM org
- C. Modify All object permission enabled in DataCloud org
- D. View All object permission enabled in source CRM org

Answer: D

Explanation:

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org.
References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&type=5

NEW QUESTION # 14

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target. Which two actions are required when configuring the activation?
Choose 2 answers

- A. Choose a segment.
- B. Add additional attributes.
- C. Select contact points.
- D. Add the calculated insight in the activation.

Answer: A,C

Explanation:

To configure an activation to a Marketing Cloud activation target, you need to choose a segment and select contact points. Choosing a segment allows you to specify which unified individuals you want to activate. Selecting contact points allows you to map the attributes from the segment to the fields in the Marketing Cloud data extension. You do not need to add additional attributes or add the calculated insight in the activation, as these are already part of the segment definition. References: Create a Marketing Cloud Activation Target; Types of Data Targets in Data Cloud

NEW QUESTION # 15

When creating a segment on an individual, what is the result of using two separate containers linked by an AND: At Least 1 of GoodsProduct.Color Is Equal To 'red' AND At Least 1 of GoodsProduct.PrimaryProductCategory Is Equal To shoes'?

- A. Individuals who made a purchase of at least 1 of only 'red shoes' and nothing else
- B. Individuals who purchased at least 1 'red shoes'. 1 of any red' item, or 1 of any 'shoes' item in a purchase
- C. Individuals who purchased at least 1 'red shoes' as a single line item in a purchase
- D. Individuals who purchased at least 1 of any red' product and also purchased at least 1 pair of shoes'

Answer: D

Explanation:

According to the Data Cloud documentation, when using two separate containers linked by an AND operator, the segment includes individuals who meet both conditions. In this case, the segment includes individuals who purchased at least one product with the color attribute equal to 'red', and also purchased at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or in the same order line item.

NEW QUESTION # 16

Northern Trail Outfitters (NTO) owns and operates six unique brands, each with their own set of customers, transactions, and loyalty information. The marketing director wants to ensure that segments and activations from the NTO Outlet brand do not reference customers or transactions from the other brands. What is the most efficient approach to handle this requirement?

- A. Separate the Outlet brand into a data space.
- B. Use Business Unit Aware activation.
- C. Create a batch data transform to generate a DLO for the Outlet brand.
- D. Separate the brands into six different data spaces.

Answer: A

Explanation:

To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach

is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:

Data Spaces (Option B):

Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.

Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.

Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").

Why Other Options Are Incorrect:

Business Unit Aware Activation (A):

Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.

BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.

Six Different Data Spaces (C):

While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.

Batch Data Transform to Generate DLO (D):

Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet-specific data and does not inherently prevent cross-brand references in segments.

Steps to Implement:

Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.

Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.

Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.

Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

NEW QUESTION # 17

What is the result of a segmentation criteria filtering on City | Is Equal To | 'San Jose'?

- A. Cities only containing 'San Jose' or 'san jose'
- B. Cities only containing 'San Jose' or 'san jose'
- C. Cities containing 'San Jose', 'San Jose', 'san jose', or 'san jose'
- D. Cities only containing 'San Jose' or 'San Jose'

Answer: A

Explanation:

The result of a segmentation criteria filtering on City | Is Equal To | 'San Jose' is cities only containing 'San Jose' or 'san jose'. This is because the segmentation criteria is case-sensitive and accent-sensitive, meaning that it will only match the exact value that is entered in the filter. Therefore, cities containing 'San Jose', 'san jose', or 'San Jose' will not be included in the result, as they do not match the filter value exactly. To include cities with different variations of the name 'San Jose', you would need to use the OR operator and add multiple filter values, such as 'San Jose' OR 'San Jose' OR 'san jose' OR 'san jose'

2. References: Segmentation Criteria, Segmentation Operators

NEW QUESTION # 18

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