

Test Salesforce-Data-Cloud Topics Pdf - Exam Salesforce-Data-Cloud Online

Salesforce Data Cloud Certification Prep

Which three ways can Salesforce Data Cloud support the Customer 360 Experience?

- A. Create unified customer profiles across all touchpoints by connecting identities, engagement data, customer orders, loyalty, and marketing journeys.
 - B. Auto-convert all of your data across your IT Ecosystem into insightful and meaningful information with no intervention.
 - C. Capture and unify data from anywhere with a high-scale data ingestion service.
 - D. Be able to analyze your data with Salesforce Core Reporting Only.
 - E. Analyze your data using tools like Tableau or Marketing Cloud Intelligence. correct answersANSWER
- A. Create unified customer profiles across all touchpoints by connecting identities, engagement data, customer orders, loyalty, and marketing journeys.
- C. Capture and unify data from anywhere with a high-scale data ingestion service.
- E. Analyze your data using tools like Tableau or Marketing Cloud Intelligence.

Explanation:

With Data Cloud you can:

- Create unified customer profiles across all touchpoints by connecting identities, engagement data, customer orders, loyalty, and marketing journeys.
- Build smarter audience segments using insights and filtering capabilities.
- Activate data from anywhere across your organization.
- Capture and unify data from anywhere with a high-scale data ingestion service.
- Analyze your data using tools like Tableau or Marketing Cloud Intelligence.

<https://trailhead.salesforce.com/content/learn/modules/customer-360-audiences-basics/meet-customer-360-for-marketers>

Which Salesforce product is a customer data platform designed for marketers?

- A. Data Cloud for Marketing

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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q27-Q32):

NEW QUESTION # 27

What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

- A. Complete the Salesforce Data Cloud "Get Started" process
- B. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
- C. Connect to the Marketing Cloud Account Data Cloud is provisioned in
- **D. Connect to the Salesforce CRM org Data Cloud is provisioned in**

Answer: D

Explanation:

This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model. Reference: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION # 28

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- **A. Segment Setup**
- B. Data Transformation
- C. Data Mapping
- D. Data Stream Setup

Answer: A

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 29

Which two applications automatically create activation targets at the time the application is connected to Data Cloud?

- A. Marketing Cloud Engagement
- **B. Personalization powered by Interaction Studio**
- C. Amazon S3
- **D. B2C Commerce**

Answer: B,D

Explanation:

These two applications automatically create activation targets when they are connected to Data Cloud. You can use these targets to activate segments or calculated insights to these applications. References:

https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_activation.htm&type=5

NEW QUESTION # 30

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

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

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 # 31

Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- **A. Automation Studio and Profile API**
- B. Marketing Cloud Connect API
- C. Email Studio Starter Data Bundle
- D. Profile attributes are not yet supported

Answer: A

Explanation:

This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to send them to DataCloud. References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION # 32

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