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## Salesforce Certified Data Cloud Consultant Sample Questions (Q79-Q84):

### NEW QUESTION # 79

A customer has a requirement to be able to view the last time each segment was published within their Data Cloud org.

Which two features should the consultant recommend to best address this requirement?

Choose 2 answers

- A. Profile Explorer
- **B. Dashboard**
- C. Calculated insight
- **D. Report**

**Answer: B,D**

Explanation:

A customer who wants to view the last time each segment was published within their Data Cloud org can use the dashboard and report features to achieve this requirement. A dashboard is a visual representation of data that can show key metrics, trends, and comparisons. A report is a tabular or matrix view of data that can show details, summaries, and calculations. Both dashboard and report features allow the user to create, customize, and share data views based on their needs and preferences. To view the last time each segment was published, the user can create a dashboard or a report that shows the segment name, the publish date, and the publish status fields from the segment object. The user can also filter, sort, group, or chart the data by these fields to get more insights and analysis. The user can also schedule, refresh, or export the dashboard or report data as needed. Reference: Dashboards, Reports

### NEW QUESTION # 80

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- A. Data model triggers
- B. Sales and Service bundle
- **C. Streaming transforms**
- D. Data actions and Lightning web components

**Answer: C**

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time<sup>1</sup>. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation<sup>2</sup>.

The other options are incorrect for the following reasons:

- \* B. Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted<sup>3</sup>. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.
- \* C. Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources<sup>4</sup>. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.
- \* D. Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications<sup>5</sup>. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

References:

- \* <sup>1</sup>: Load Data into Data Cloud
- \* <sup>2</sup>: [Data Streams in Data Cloud]
- \* <sup>3</sup>: [Data Model Triggers in Data Cloud] unit on Trailhead
- \* <sup>4</sup>: [Sales and Service Bundle in Data Cloud] unit on Trailhead
- \* <sup>5</sup>: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

- \* : [Data Spaces in Data Cloud] unit on Trailhead
- \* : [Create a Data Space] article on Salesforce Help
- \* : [Segments in Data Cloud] unit on Trailhead
- \* : [Create a Segment] article on Salesforce Help
- \* : [Activations in Data Cloud] unit on Trailhead
- \* : [Create an Activation] article on Salesforce Help

### NEW QUESTION # 81

A company stores customer data in Marketing Cloud and uses the Marketing Cloud Connector to ingest data into Data Cloud. Where does a request for data deletion or right to be forgotten get submitted?

- A. On the individual data profile in Data Cloud
- B. **In Marketing Cloud settings**
- C. In Data Cloud settings
- D. through Consent API

#### Answer: B

Explanation:

\* Data Deletion Requests: For companies using Salesforce Marketing Cloud and Data Cloud, managing data privacy and deletion requests is essential.

\* Marketing Cloud Connector: This connector facilitates data integration between Marketing Cloud and Data Cloud, but data deletion requests must follow specific procedures.

\* Deletion Requests in Marketing Cloud:

Data Management: Requests for data deletion or the right to be forgotten are submitted through Marketing Cloud settings, where the customer data is originally stored and managed.

Propagation: Once the request is processed in Marketing Cloud, the changes are propagated to Data Cloud through the connector.

\* Reference:

Salesforce Marketing Cloud Documentation: Data Management

Salesforce Data Cloud Connector Guide

### NEW QUESTION # 82

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why.

What are two likely explanations for the increase?

Choose 2 answers

- A. Identity resolution rules have been removed to reduce the number of matched profiles.
- B. Duplicates have been removed from source system data streams.
- C. **New data sources have been added to Data Cloud that largely overlap with the existing profiles.**
- D. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.

#### Answer: C,D

Explanation:

The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as  $1 - (\text{number of unified profiles} / \text{number of source profiles})$ . A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:

New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one. When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.

Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.

### NEW QUESTION # 83

A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting.

Another team member works remotely in the Eastern time zone.

Which user will see their home time zone in the segment and activation schedule areas?

- A. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user
- B. The team member in the Eastern time zone.
- C. The team member in the Pacific time zone.
- D. Neither team member; Data Cloud shows all schedules in GMT.

**Answer: A**

Explanation:

Explanation

The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:

\* Data Cloud Time Zones

\* Change default time zones for Users and the organization

\* Change your time zone settings in Salesforce, Google & Outlook

\* DateTime field and Time Zone Settings in Salesforce

### NEW QUESTION # 84

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