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## **Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q66-**

## Q71):

### NEW QUESTION # 66

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Calculated Insight
- B. Segment
- C. **Streaming Insight**
- D. Streaming Data Transformation

### Answer: C

Explanation:

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions. References:

[https://help.salesforce.com/s/articleView?id=sfc360\\_a\\_streaming\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sfc360_a_streaming_insights.htm&type=5)

### NEW QUESTION # 67

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and create formula fields in the Contact data stream on the phonenumbers, and then map to the Contact Point Phone data map object.
- B. **Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.**
- C. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.
- D. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.

### Answer: B

Explanation:

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point.

This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

## NEW QUESTION # 68

A bank collects customer data for its loan applicants and high net worth customers. A customer can be both a loan applicant and a high net worth customer, resulting in duplicate data.

How should a consultant ingest and map this data in Data Cloud?

- A. Use a data transform to consolidate the data into one DLO and then map it to the individual and Contact Point Email DMOs.
- B. Ingest the data into two DLOs and then map to two custom DMOs.
- **C. Ingest the data into two DLOs and map each to the individual and Contact point Email DMOs.**
- D. Ingest the data into one DLO and then map to one custom DMO.

**Answer: C**

Explanation:

To handle duplicate data for customers who are both loan applicants and high net worth individuals, the consultant should ingest the data into two separate Data Lake Objects (DLOs) and map them to the Individual and Contact Point Email Data Model Objects (DMOs). Here's why and how this works:

Understanding the Problem :

Customers may exist in both datasets (loan applicants and high net worth individuals), leading to potential duplication.

To avoid redundancy while maintaining data integrity, the data must be ingested and mapped carefully.

Why Two DLOs?

By ingesting the data into two DLOs, you can maintain separation between the two datasets while still leveraging shared attributes (e.g., email addresses).

Mapping both DLOs to the Individual and Contact Point Email DMOs ensures that identity resolution can consolidate duplicate records based on shared identifiers like email.

Steps to Implement This Solution :

Step 1: Create two DLOs-one for loan applicants and another for high net worth customers.

Step 2: Map both DLOs to the Individual DMO to consolidate customer profiles.

Step 3: Map the email fields from both DLOs to the Contact Point Email DMO to enable identity resolution based on email addresses.

Step 4: Configure identity resolution rules to merge duplicate records based on shared attributes like email.

Why Not Other Options?

A). Use a data transform to consolidate the data into one DLO: Consolidating into a single DLO before mapping would lose the distinction between the two datasets and make it harder to manage updates or changes.

C). Ingest the data into two DLOs and then map to two custom DMOs: Creating custom DMOs is unnecessary complexity when the standard Individual and Contact Point Email DMOs can handle this scenario.

D). Ingest the data into one DLO and then map to one custom DMO: Using a single DLO would result in data loss or confusion, as the distinction between loan applicants and high net worth customers would be lost.

By using two DLOs and mapping them to the standard DMOs, the consultant ensures clean data ingestion and effective identity resolution.

## NEW QUESTION # 69

Which two features are impacted by the timezone setting in the org Data Cloud is provisioned in?

- **A. Segment Schedule**
- B. Identity Resolution
- **C. Activation Schedule**
- D. Ingestion Schedule

**Answer: A,C**

Explanation:

These two features are impacted by the timezone setting in the org DataCloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone.

References:[https://help.salesforce.com/s/articleView?id=sfc360\\_a\\_segmentation\\_schedule.htm&type=5](https://help.salesforce.com/s/articleView?id=sfc360_a_segmentation_schedule.htm&type=5)

## NEW QUESTION # 70

Which of these is present in Identity Resolution Summary?

- A. Matched Individuals
- B. Unified Individuals
- C. All the above
- D. Last Processing Status

**Answer: C**

Explanation:

Explanation

The Identity Resolution Summary page shows all the above information: Unified Individuals, Last Processing Status, and Matched Individuals. Unified Individuals are the profiles that Data Cloud creates by linking multiple source profiles based on match rules. Last Processing Status shows the date and time of the last identity resolution run and whether it was successful or not. Matched Individuals shows the number and percentage of source profiles that were matched to a unified individual profile. References: Identity Resolution Summary

## NEW QUESTION # 71

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