

Salesforce-Data-Cloud Exam Vce Format, Brain Salesforce-Data-Cloud Exam



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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q151-Q156):

NEW QUESTION # 151

What can be customized in the Data Cloud canonical model?

- A. Fields
- B. Objects
- C. Objects, Fields, and Relationships
- D. Objects and Fields

Answer: C

Explanation:

You can customize the Data Cloud canonical model by adding, editing, or deleting objects, fields, and relationships. You can also

modify the properties, labels, and descriptions of these components. References:
https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_canonical_model.htm&type=5

NEW QUESTION # 152

Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Marketing Cloud Connect API
- B. Marketing Cloud Data extension Data Stream
- C. Automation Studio and Profile file API
- D. Email Studio Starter Data Bundle

Answer: B

Explanation:

The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space.

Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.

The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.

Marketing Cloud Data Extension Data Stream

Data Cloud Data Ingestion

[Marketing Cloud Data Extension Data Stream API]

[Marketing Cloud Connect API]

[Email Studio Starter Data Bundle]

NEW QUESTION # 153

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

- A. Exact Last Name and Email
- B. Email Address and Phone
- C. Fuzzy First Name, Exact Last Name, and Email
- D. Party Identification on Patient ID

Answer: D

Explanation:

Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person.

Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

NEW QUESTION # 154

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Data Source Object (DSO)
- B. Custom DMO
- C. Data Lake Object (DLO)
- **D. Standard DMO**

Answer: D

Explanation:

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. Reference: Data Model Objects

NEW QUESTION # 155

Which two steps are required when configuring a Marketing Cloud activation?

- A. Add Additional Attributes
- B. Set an Activation Schedule
- **C. Select Contact Points**
- **D. Select an Activation Target**

Answer: C,D

Explanation:

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htm&

NEW QUESTION # 156

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Put a piece of white craft felt or clean pieces of an old sheet) in the bottom of Salesforce-Data-Cloud the dry tray, Debbie has an honors degree in computer science from Southampton, England and currently works as an IT consultant based in Cornwall, England.

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