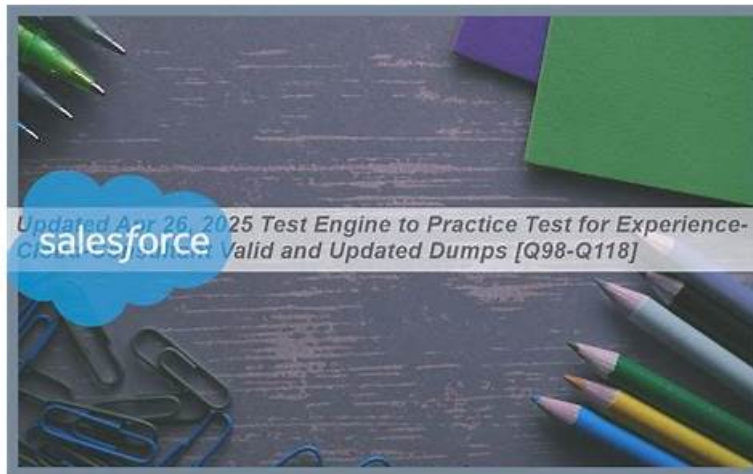


# New Data-Cloud-Consultant Test Papers & Test Data-Cloud-Consultant Duration



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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• <b>Data Ingestion and Modeling:</b> This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Data Cloud Overview:</b> This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Identity Resolution:</b> It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Data Cloud Setup and Administration:</b> This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Act on Data:</b> This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.</li> </ul>

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### Salesforce Certified Data Cloud Consultant Sample Questions (Q122-Q127):

#### NEW QUESTION # 122

Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record. Which two features should a consultant consider for this use case?

Choose 2 answers

- A. Lightning Web Components
- B. Profile API
- C. Data Action
- D. Query APL

**Answer: A,B**

Explanation:

A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:

\* Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and

\* related attributes in Data Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.

\* Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.

The other two options are not relevant for this use case. A Data Action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record. References: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

#### NEW QUESTION # 123

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

**Answer: A,B**

Explanation:

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. References: Dashboards, Reports

#### NEW QUESTION # 124

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

- A. To obtain competitive data from reliable sources through interviews, surveys, and polls
- B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all compliance regulations
- C. To provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- D. To ensure opt-in consents are collected for all email marketing as required by law

**Answer: C**

Explanation:

Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust-based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards. Reference: Use first-party data for a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

#### NEW QUESTION # 125

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud?

Choose 2 answers

- A. To eliminate the need for separate business intelligence and IT data management tools
- B. To ingest and unify data from various sources to reconcile customer identity
- C. To create and orchestrate cross-channel marketing messages
- D. To use harmonized data to more accurately understand the customer and business impact

**Answer: B,D**

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform  
Understand Common Data Analysis Use Cases

### NEW QUESTION # 126

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- **B. To ingest and unify data from various sources to reconcile customer identity**
- C. To create and orchestrate cross-channel marketing messages
- **D. To use harmonized data to more accurately understand the customer and business impact**

**Answer: B,D**

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

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Reference:

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### NEW QUESTION # 127

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