

Salesforce-Data-Cloud考證 & Salesforce-Data-Cloud測試



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>> Salesforce-Data-Cloud考證 <<

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最新的 Accredited Professional Salesforce-Data-Cloud 免費考試真題 (Q61-Q66):

問題 #61

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.
- B. Data Cloud will only update the formula on a go-forward basis for new records.
- C. Data Cloud will update the formula for all records at the next incremental upsert refresh.
- D. Data Cloud does not support formula field updates for data streams of type upsert.

答案：A

問題 #62

An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

- A. Personalization
- B. Amazon S3 Bucket
- C. Salesforce CRM
- **D. Marketing Cloud**

答案: D

解題說明:

This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data sources or activation targets. The other platforms have higher or no limits for connections.

References: https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_limits.htm&type=5

問題 #63

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Include campaign identifier into the segment name
- **B. Include campaign identifier into the filename specification**
- C. Include campaign identifier into the activation name
- D. Hard-code the campaign identifier as a new attribute in the campaign activation

答案: B

解題說明:

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name. Reference:

https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_amazon_s3.htm&type=5

問題 #64

If a data source does not have a field that can be designated as a primary key, what should the consultant do?

- A. Use the default primary key recommended by Data Cloud.
- B. Select a field as a primary key and then add a key qualifier.
- C. Remove duplicates from the data source and then select a primary key.
- **D. Create a composite key by combining two or more source fields through a formula field.**

答案: D

解題說明:

Understanding Primary Keys in Salesforce Data Cloud:

A primary key is a unique identifier for records in a data source. It ensures that each record can be uniquely identified and accessed.

Reference: Salesforce Primary Key Documentation

Challenges with Missing Primary Keys:

Some data sources may lack a natural primary key, making it difficult to uniquely identify records.

Reference: Salesforce Data Integration Guide

Solution: Creating a Composite Key:

Composite Key Definition: A composite key is created by combining two or more fields to generate a unique identifier.

Formula Fields: Using a formula field, different fields can be concatenated to create a unique composite key.

Example: If "Email" and "Phone Number" together uniquely identify a record, a formula field can concatenate these values to form a composite key.

Reference: Salesforce Composite Key Creation Guide

Steps to Create a Composite Key:

Identify fields that, when combined, can uniquely identify each record.

Create a formula field that concatenates these fields.

Use this composite key as the primary key for the data source in Data Cloud.
Reference: Salesforce Formula Field Documentation

問題 #65

A rideshare company wants to send an email to customers that provides a year-in-review with five "fun" trip statistics, such as destination, distance traveled, etc. This raw data arrives into Data Cloud and is not aggregated at source. The company creates a segment of customers that had at least one ride in the last 365 days. Following best practices, which solution should the consultant recommend in Data Cloud to personalize the content of the email?

- A. Include related attributes in the activation for the last 365 days.
- **B. Use a data transform to aggregate the statistics and map them to direct attributes on Individual to include in the activation.**
- C. Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email.
- D. Create five calculated insights for the activation and add dimension filters.

答案： B

解題說明：

To personalize the content of the email with five "fun" trip statistics, the consultant should recommend using a data transform to aggregate the statistics and map them to direct attributes on the Individual object for inclusion in the activation. Here's why:
Understanding the Requirement

The rideshare company wants to send personalized emails to customers with aggregated trip statistics (e.g., destination, distance traveled).

The raw data is not aggregated at the source, so it must be processed in Data Cloud.

Why Use a Data Transform?

Aggregating Statistics :

A data transform can aggregate the raw trip data (e.g., summing distances, counting destinations) into meaningful statistics for each customer.

This ensures that the data is summarized and ready for personalization.

Mapping to Direct Attributes :

The aggregated statistics can be mapped to direct attributes on the Individual object.

These attributes can then be included in the activation and used to personalize the email content.

Other Options Are Less Suitable :

B). Create five calculated insights for the activation and add dimension filters : While calculated insights are useful, creating five separate insights is inefficient compared to a single data transform.

C). Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email : This approach is overly complex and shifts the aggregation burden to Marketing Cloud, which is not ideal.

D). Include related attributes in the activation for the last 365 days : Including raw data without aggregation would result in unprocessed information, making personalization difficult.

Steps to Implement the Solution

Step 1: Create a Data Transform

Use a batch or streaming data transform to aggregate the trip statistics (e.g., total distance, unique destinations) for each customer.

Step 2: Map Aggregated Data to Individual Object

Map the aggregated statistics to direct attributes on the Individual object in Data Cloud.

Step 3: Activate the Data

Include the aggregated attributes in the activation for the email campaign.

Step 4: Personalize the Email

Use the activated attributes to personalize the email content with the trip statistics.

Conclusion

Using a data transform to aggregate the statistics and map them to direct attributes on the Individual object is the most efficient and effective solution for personalizing the email content.

問題 #66

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