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## Salesforce Certified Data Cloud Consultant Sample Questions (Q119-Q124):

### NEW QUESTION # 119

Which two dependencies need to be removed prior to disconnecting a data source?

Choose 2 answers

- A. Segment
- B. Activation target
- C. Activation
- D. Data stream

**Answer: A,D**

Explanation:

Dependencies in Data Cloud:

Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.

Reference: Salesforce Data Source Management Documentation

Identifying Dependencies:

Segment: Segments using data from the source must be deleted or reassigned.

Data Stream: The data stream must be disconnected, as it directly relies on the data source.

Reference: Salesforce Segment and Data Stream Management Guide

Steps to Remove Dependencies:

Remove Segments:

Navigate to the Segmentation interface in Salesforce Data Cloud.

Identify and delete segments relying on the data source.

Disconnect Data Stream:

Go to the Data Stream settings.

Locate and disconnect the data stream associated with the source.

Reference: Salesforce Segment Deletion and Data Stream Disconnection Tutorial Practical Application:

Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.

Reference: Salesforce Data Source Disconnection Best Practices

### NEW QUESTION # 120

Cumulus Financial is experiencing delays in publishing multiple segments simultaneously. The company wants to avoid reducing the frequency at which segments are published, while retaining the same segments in place today.

Which action should a consultant take to alleviate this issue?

- A. Enable rapid segment publishing to all to segment to reduce generation time.
- B. Adjust the publish schedule start time of each segment to prevent overlapping processes.
- C. Increase the Data Cloud segmentation concurrency limit.
- D. Reduce the number of segments being published.

**Answer: C**

Explanation:

Cumulus Financial is experiencing delays in publishing multiple segments simultaneously and wants to avoid reducing the frequency of segment publishing while retaining the same segments. The best solution is to increase the Data Cloud segmentation concurrency limit

. Here's why:

Understanding the Issue

The company is publishing multiple segments simultaneously, leading to delays.

Reducing the frequency or number of segments is not an option, as these are business-critical requirements.

Why Increase the Segmentation Concurrency Limit?

Segmentation Concurrency Limit :

Salesforce Data Cloud has a default limit on the number of segments that can be processed concurrently.

If multiple segments are being published at the same time, exceeding this limit can cause delays.

Solution Approach :

Increasing the segmentation concurrency limit allows more segments to be processed simultaneously without delays.

This ensures that all segments are published on time without reducing the frequency or removing existing segments.

Steps to Resolve the Issue

Step 1: Check Current Concurrency Limit

Navigate to Setup > Data Cloud Settings and review the current segmentation concurrency limit.

Step 2: Request an Increase

Contact Salesforce Support or your Salesforce Account Executive to request an increase in the segmentation concurrency limit.

Step 3: Monitor Performance

After increasing the limit, monitor segment publishing to ensure delays are resolved.

Why Not Other Options?

A). Enable rapid segment publishing to all to segment to reduce generation time :Rapid segment publishing is designed for faster generation but does not address concurrency issues when multiple segments are being published simultaneously.

B). Reduce the number of segments being published :This contradicts the requirement to retain the same segments and avoid reducing frequency.

D). Adjust the publish schedule start time of each segment to prevent overlapping processes :While staggering schedules may help, it does not fully resolve the issue of delays caused by concurrency limits.

Conclusion

By increasing the Data Cloud segmentation concurrency limit , Cumulus Financial can alleviate delays in publishing multiple segments simultaneously while meeting business requirements.

### NEW QUESTION # 121

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Anniversary Of
- B. Is Birthday
- C. Is Today
- D. Is Between

**Answer: A**

Explanation:

To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:

A). The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.

B). The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.

C). The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to

2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

### NEW QUESTION # 122

A company is seeking advice from a consultant on how to address the challenge of having multiple leads and contacts in Salesforce that share the same email address. The consultant wants to provide a detailed and comprehensive explanation on how Data Cloud can be leveraged to effectively solve this issue.

What should the consultant highlight to address this company's business challenge?

- A. Identity Resolution
- B. Calculated Insights
- C. Identity Resolution
- D. Data Bundles

**Answer: C**

Explanation:

Issue Overview: When multiple leads and contacts share the same email address in Salesforce, it can lead to data duplication,

inaccurate customer views, and inefficient marketing and sales efforts.

**Data Cloud Identity Resolution:** Salesforce Data Cloud offers Identity Resolution as a powerful tool to address this issue. It helps in merging and unifying data from multiple sources to create a single, comprehensive customer profile.

**Process:**

**Data Ingestion:** Import lead and contact data into Salesforce Data Cloud.

**Identity Resolution Rules:** Configure Identity Resolution rules to match and merge records based on key identifiers like email addresses.

**Unification:** The tool consolidates records that share the same email address, eliminating duplicates and ensuring a single view of each customer.

**Continuous Updates:** As new data comes in, Identity Resolution continuously updates and maintains the unified profiles.

**Benefits:**

**Accurate Customer View:** Reduces duplicate records and provides a complete view of each customer's interactions and history.

**Improved Efficiency:** Streamlines marketing and sales efforts by targeting a unified customer profile.

**References:**

Salesforce Data Cloud Identity Resolution

Salesforce Help: Identity Resolution Overview

### NEW QUESTION # 123

A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.

What should the consultant do to fix this error?

- **A. Map additional fields to the Contact Point Address DMO.**
- B. Change the cardinality to many-to-one to accommodate multiple contacts per account.
- C. Map Account to Contact Point Email and Contact Point Phone also.
- D. Make sure that the total account records are high enough for Identity resolution.

**Answer: A**

### NEW QUESTION # 124

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