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Salesforce Certified Data Cloud Consultant Sample Questions (Q37-Q42):

NEW QUESTION # 37

A Data Cloud consultant is working with data that is clean and organized. However, the various schemas refer to a person by multiple names - such as user; contact, and subscriber - and need a standard mapping.

Which term describes the process of mapping these different schema points into a standard data model?

- A. Segment
- B. Transform

- C. Unify
- **D. Harmonize**

Answer: D

Explanation:

* Introduction to Data Harmonization:

Data harmonization is the process of bringing together data from different sources and making it consistent.

Reference:

* Mapping Different Schema Points:

In Data Cloud, different schemas may refer to the same entity using different names (e.g., user, contact, subscriber).

Harmonization involves standardizing these different terms into a single, consistent schema.

* Process of Harmonization:

Identify Variations: Recognize the different names and fields referring to the same entity across schemas.

Standard Mapping: Create a standard data model and map the various schema points to this model.

Example: Mapping "user", "contact", and "subscriber" to a single standard entity like "Customer."

* Steps to Harmonize Data:

Define a standard data model.

Map the fields from different schemas to this standard model.

Ensure consistency across the data ecosystem.

NEW QUESTION # 38

A retail customer wants to bring customer data from different sources and wants to take advantage of identity resolution so that it can be used in segmentation.

On which entity should this be segmented for activation membership?

- **A. Unified Individual**
- B. Unified Contact
- C. Individual
- D. Subscriber

Answer: A

Explanation:

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

* Identity Resolution Ruleset Processing Results

* Consider Data Implications for Segmentation

* Prepare for your Salesforce Data Cloud Consultant Credential

* AI-based Identity Resolution: Linking Diverse Customer Data

NEW QUESTION # 39

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- **A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.**
- B. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an

email in the last six months.

- D. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

Answer: A

Explanation:

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION # 40

To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name.

What are two ways to achieve this outcome?

Choose 2 answers

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

Answer: B,D

Explanation:

The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is "Campaign_123" and the filename specification is "{segmentName}_{date}", the resulting file name will be "Campaign_123_SegmentA_2023-12-18.csv". This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM.

The other options are not correct. Option B is incorrect because hard coding the campaign identifier as a new attribute in the campaign activation is not possible. The campaign activation does not have any attributes, only settings. Option D is incorrect because including the campaign identifier in the segment name is not sufficient. The segment name is not used in the filename of the exported file, unless it is specified in the filename specification. Therefore, the user will not be able to see the campaign identifier in the file name.

NEW QUESTION # 41

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'
- B. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- **C. Individuals who purchased at least one of any red' product and also purchased at least one pair of 'shoes'**
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

Answer: C

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Reference:

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

NEW QUESTION # 42

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