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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	 Data Cloud Overview: 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.
Торіс 2	 Data Ingestion and Modeling: 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.

Topic 3	Data Cloud Setup and Administration: 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.
Торіс 4	Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 5	Identity Resolution: 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q132-Q137):

NEW QUESTION # 132

A consultant wants to build a new audience in Data Cloud. Which three criteria can the consultant include when building a segment? Choose 3 answers

- A. Related attributes
- B. Data stream attributes
- C. Streaming insights
- D. Calculated Insights
- E. Direct attributes

Answer: A,D,E

Explanation:

A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:

Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data. Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.

Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.

The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms.

Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization. References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION # 133

Northern Trail Outfitters (NTO) wants to send a promotional campaign for customers that have purchased within the past 6 months. The consultant created a segment to meet this requirement.

Now, NTO brings an additional requirement to suppress customers who have made purchases within the last week. What should the consultant use to remove the recent customers?

- A. Related attributes
- B. Batch transforms
- C. Streaming insight
- D. Segmentation exclude rules

Answer: D

Explanation:

The consultant should use B. Segmentation exclude rules to remove the recent customers. Segmentation exclude rules are filters that can be applied to a segment to exclude records that meet certain criteria. The consultant can use segmentation exclude rules to exclude customers who have made purchases within the last week from the segment that contains customers who have purchased within the past 6 months. This way, the segment will only include customers who are eligible for the promotional campaign. The other options are not correct. Option A is incorrect because batch transforms are data processing tasks that can be applied to data streams or data lake objects to modify or enrich the data. Batch transforms are not used for segmentation or activation. Option C is incorrect because related attributes are attributes that are derived from the relationships between data model objects. Related attributes are not used for excluding records from a segment. Option D is incorrect because streaming insights are derived attributes that are calculated at the time of data ingestion. Streaming insights are not used for excluding records from a segment. Reference: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Segmentation Exclude Rules

NEW QUESTION #134

A consultant wants to make sure address details from customer orders are selected as best to save to the unified profile. What should the consultant do to achieve this?

- A. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Individual DMO to the bottom.
- B. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Oder DMO to the top.
- C. Use the default reconciliation rules for Contact Point Address.
- D. Change the default reconciliation rules for Individual to Source Priority.

Answer: B

Explanation:

Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources. Reconciliation Rules: These rules determine which data source is considered the "best" when conflicting data is encountered. Changing reconciliation rules allows prioritizing specific sources.

Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes. Process:

Step 1: Access the Data Cloud settings for reconciliation rules.

Step 2: Select the Contact Point Address details.

Step 3: Change the reconciliation rules for address attributes to "Source Priority." Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.

Benefits:

Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.

Relevance: Gives priority to the most relevant and frequently updated source (customer orders).

References:

Salesforce Data Cloud Reconciliation Rules

Salesforce Unified Customer Profile

NEW QUESTION #135

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Party
- B. Sales Order
- C. Product
- D. Engagement

Answer: B

Explanation:

Explanation

The Sales Order subject area defines the details of an order placed by a customer for one or more products or services. It includes information such as the order date, status, amount, quantity, currency, payment method, and delivery method. The Sales Order

subject area also allows you to track the revenue or quantity for an opportunity by product family, which is a grouping of products that share common characteristics or features.

For example, you can use the Sales Order Line Item DMO to associate each product in an order with its product family, and then use the Sales Order Revenue DMO to calculate the total revenue or quantity for each product family in an opportunity. References: Sales Order Subject Area, Sales Order Revenue DMO Reference

NEW QUESTION #136

A marketing manager at Northern Trail Outfitters wants to Improve marketing return on investment (ROI) by tapping into Insights from Data Cloud Segment Intelligence.

Which permission set does a user need to set this up?

- A. Data Cloud Data Aware Specialist
- B. Data Cloud User
- C. Data Cloud Admin
- D. Cloud Marketing Manager

Answer: C

NEW QUESTION #137

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