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Salesforce Certified Data Cloud Consultant Sample Questions (Q59-Q64):

NEW QUESTION # 59

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO's desire to separate its data by brand?

- A. Data model objects for each brand
- B. Data streams for each brand
- C. Data sources for each brand
- **D. Data spaces for each brand**

Answer: D

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit¹. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation². For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands³. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand⁴. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand⁵. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. References: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION # 60

Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

- **A. Confirm the View All object permission is enabled in the source Salesforce CRM org.**
- B. Confirm the Create object permission is enabled in the Data Cloud org.
- C. Confirm that the Modify Object permission is enabled in the Data Cloud org.
- D. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.

Answer: A

Explanation:

To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings¹. Without this permission, the custom object will not be available in the New Data Stream configuration². References:

Manage Access with Data Cloud Permission Sets
Object Permissions

NEW QUESTION # 61

Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.

How should the consultant provide this list to NTO?

- A. Create the segment and then activate the segment to NTO's Salesforce CRM.
- **B. Create the segment, select Email as the activation target, and activate the segment directly to NTO.**
- C. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.
- D. Create the segment and then click Download to obtain the segment membership details to provide to NTO.

Answer: B

NEW QUESTION # 62

Northern Trail Outfitters has the following customer data to ingest into Data Cloud and use for segmentation.

1. Propensity to purchase
2. Has active membership
3. Work email address

Which data types should the consultant use when ingesting this data?

- A. Number, Boolean, Text
- **B. Percent, Boolean, Email**
- C. Percent, Number, Email
- D. Number, Text, URL

Answer: B

Explanation:

When ingesting customer data into Data Cloud, it is critical to use the correct data types to ensure proper segmentation and usage.

Here's how the consultant should handle the provided data points:

Propensity to Purchase :

This represents a likelihood or probability value, typically expressed as a percentage (e.g., 75%).

The appropriate data type for this field is Percent , which allows for easy interpretation and use in segmentation.

Has Active Membership :

This is a binary value indicating whether a customer has an active membership (e.g., "Yes" or "No").

The correct data type for this field is Boolean , which supports true/false values.

Work Email Address :

This is a standard email address field.

The appropriate data type is Email , which ensures proper validation and formatting.

Why Not Other Options?

A). Number, Text, URL: These data types are incorrect because "Propensity to Purchase" should be a percentage, not a generic number. Similarly, "Work Email Address" should be an email type, not a URL.

C). Number, Boolean, Text: While "Number" could work for propensity scores, it lacks the semantic meaning of a percentage. Additionally, "Text" is not suitable for email addresses.

D). Percent, Number, Email: Using "Number" for "Has Active Membership" is incorrect because it is a binary value, not a numeric one.

By selecting Percent, Boolean, Email , the consultant ensures that the data is correctly formatted and ready for segmentation and analysis.

NEW QUESTION # 63

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

Answer: C

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 # 64

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