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Salesforce Certified Data Cloud Consultant Sample Questions (Q41-Q46):

NEW QUESTION # 41

Northern Trail Outfitters unifies individuals in its Data Cloud instance.

Which three features can a consultant use to validate the data on a unified profile?

Choose 3 answers

- A. Identity Resolution
- B. Query APL
- C. Profile Explorer
- D. Data Actions
- E. Data Explorer

Answer: A,C,E

Explanation:

To validate the data on a unified profile, the consultant can use the following features:

Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources¹.

Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities².

Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions³. References:

1: Identity Resolution in Data Cloud

2: Data Explorer in Data Cloud

3: Profile Explorer in Data Cloud

NEW QUESTION # 42

A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally Identifiable information (PII).

How should the fields be mapped to support identity resolution?

- A. Map name to the Individual object and email address to the Contact Phone Email object.
- B. Map all fields to the Individual object, adding a custom field for the email address.
- C. Create a new custom object with fields that directly match the incoming table.
- D. Map all fields to the Customer object.

Answer: A

Explanation:

To support identity resolution in Data Cloud, the fields from the Master Customer table should be mapped to the standard data model objects that are designed for this purpose. The Individual object is used to store the name and other personally identifiable information (PII) of a customer, while the Contact Phone Email object is used to store the primary email address and other contact information of a customer. These objects are linked by a relationship field that indicates the contact information belongs to the individual. By mapping the fields to these objects, Data Cloud can use the identity resolution rules to match and reconcile the profiles from different sources based on the name and email address fields. The other options are not recommended because they either create a new custom object that is not part of the standard data model, or map all fields to the Customer object that is not intended for identity resolution, or map all fields to the Individual object that does not have a standard email address field. References: Data Modeling Requirements for Identity Resolution, Create Unified Individual Profiles

NEW QUESTION # 43

A user is not seeing suggested values from newly-modeled data when building a segment.

What is causing this issue?

- A. Value suggestion is still processing and to be available.
- B. Value suggestion will only return result for the first 50 values of a specific attribute.
- C. Value suggestion requires Data Aware Specialist permissions at a minimum.
- D. Value suggestion can only work on direct attributes and not related attributes.

Answer: A

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct

and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION # 44

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

Answer: B

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 # 45

A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.

Which configuration change should a consultant consider in order to increase the consolidation rate?

- **A. Increase the number of matching rules.**
- B. Reduce the number of matching rules.
- C. Change reconciliation rules to Most Occurring.
- D. Include additional attributes in the existing matching rules.

Answer: A

Explanation:

The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as $1 - (\text{number of unified individuals} / \text{number of source individuals})$. For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes.

By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION # 46

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