

# 100% Pass Quiz Salesforce - Newest Exam Salesforce-Data-Cloud Flashcards

The screenshot shows a Quizlet study set titled 'Salesforce - Data Cloud'. At the top, there is a navigation bar with '23/12/2024, 20:15' and 'Salesforce - Data Cloud Flashcards | Quizlet'. Below the title, there is a button to 'Leave the first rating' and a section for 'Students also studied' with links to 'System Technologies Module 12 + 11...', 'Computer Graphics Questions & Ans...', and 'Module 4.3'. There are also user profiles for 'Erin\_Langenhorst', 'Thabo\_Kadebe', and 'bhopalayaz'. The main area is titled 'Practice questions for this set' and shows a question: 'B. To build insights on unified profiles'. Below the question, there is a section titled 'Choose matching term' with a list of options for each question. The first question is: 'What is the key functionality of Data Cloud?' with options A, B, C, and D. The second question is: 'Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?' with options A, B, C, and D. The third question is: 'A company wants to test its marketing campaigns with different target populations. What should the consultant adjust in the Segment Canvas interface to get different populations?' with options A, B, C, and D. The fourth question is: 'A consultant wants to make sure address details from customer orders are selected as best values to save to the unified profile. What should the consultant do to achieve this?' with options A, B, C, and D. At the bottom of the page, there is a URL: <https://quizlet.com/2a9041p4153/salesforce-data-cloud-flash-cards/> and a page number: 1/59.

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## Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q20-Q25):

### NEW QUESTION # 20

What is the first thing a business stakeholder should focus on when considering a Data Cloud implementation?

- A. Review consent and privacy management policies
- B. Identify activation targets
- C. Obtain cross-organizational buy-in
- D. Identify data sources

**Answer: C**

Explanation:

Explanation

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation.

Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud.

References:<https://trailhead.salesforce.com/content/learn/modules/customer-data-platform-basics/get-started-with>

### NEW QUESTION # 21

Which data model object category can a Data Cloud user create segments on?

- A. Other
- B. Engagement
- C. Unified Individual only
- D. Profile

**Answer: C**

Explanation:

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

### NEW QUESTION # 22

What is the role of artificial intelligence (AI) in Data Cloud?

- A. Enhancing customer interactions through insights and predictions
- B. Creating dynamic data-driven management dashboards
- C. Generating email templates for use cases
- D. Automating data validation

**Answer: A**

Explanation:

Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

References:

Salesforce Data Cloud AI Capabilities

Salesforce AI for Customer Interaction

### NEW QUESTION # 23

How many calculated insights can be created per tenant?

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: C**

Explanation:

The maximum number of calculated insights that can be created per tenant is 50. A calculated insight is a metric that defines and calculates a multidimensional measure on your data. You can use calculated insights to create segments and analyze your data in Data Cloud. You can also use calculated insights to create dashboards and reports in Tableau CRM. Reference: Calculated Insights

### NEW QUESTION # 24

How can attribute names be modified to match a naming convention in Cloud File Storage target?

- A. Use a formula field to update the field name in an activation
- B. **Update field names in the data model**
- C. Set preferred attribute names when configuring activation
- D. Update attribute names in the data stream configuration

**Answer: B**

Explanation:

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target. Reference: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5)

### NEW QUESTION # 25

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