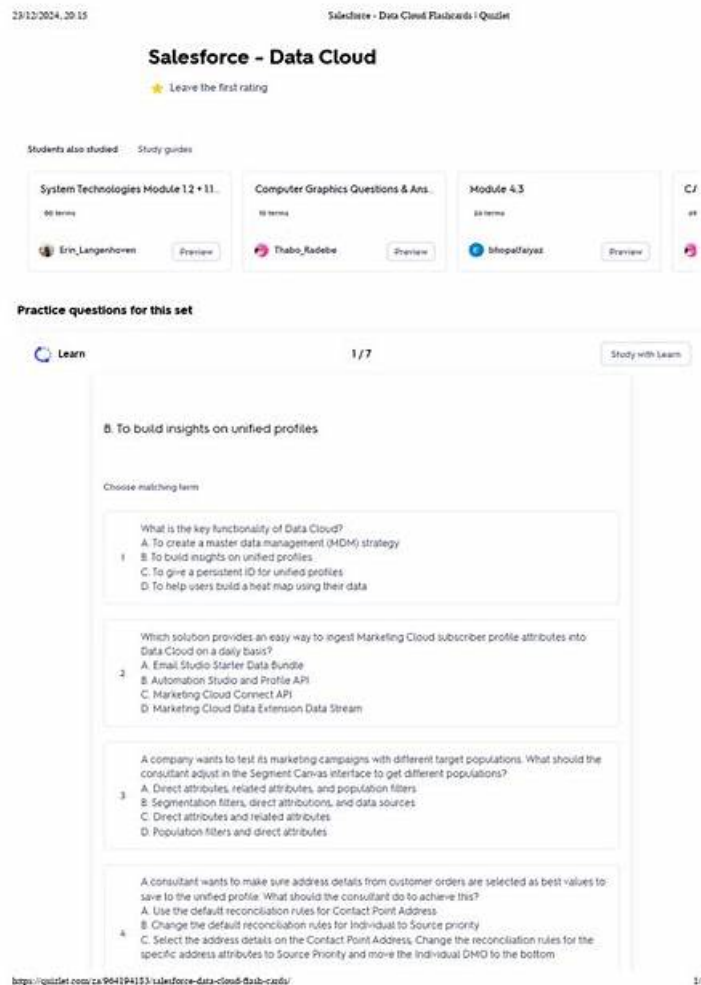


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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q20-Q25):

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=sfc360_a_data_cloud_data_model.htm&type=5

NEW QUESTION # 25

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