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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.
Topic 2	<ul style="list-style-type: none"> Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.

Topic 3	<ul style="list-style-type: none"> Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 4	<ul style="list-style-type: none"> Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.
Topic 5	<ul style="list-style-type: none"> Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.

Salesforce Certified Data Cloud Consultant Sample Questions (Q27-Q32):

NEW QUESTION # 27

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

- Propensity to purchase
- Has active membership
- Work email address

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

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

Answer: C

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 # 28

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud?

Choose 2 answers

- A. To create and orchestrate cross-channel marketing messages

- B. To eliminate the need for separate business intelligence and IT data management tools
- C. To ingest and unify data from various sources to reconcile customer identity
- D. To use harmonized data to more accurately understand the customer and business impact

Answer: C,D

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NEW QUESTION # 29

A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour.

How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

- A. Set the journey entry schedule to run every hour.
- B. Configure the data to be ingested in hourly batches.
- C. Set the insights aggregation time window to 1 hour.
- D. Set the activation schedule to hourly.

Answer: A

Explanation:

Explanation:

NEW QUESTION # 30

A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.

What should the consultant do to fix this error?

- A. Map additional fields to the Contact Point Address DMO.
- B. Map Account to Contact Point Email and Contact Point Phone also.
- C. Change the cardinality to many-to-one to accommodate multiple contacts per account.
- D. Make sure that the total account records are high enough for Identity resolution.

Answer: A

NEW QUESTION # 31

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an

email in the last six months.

- B. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- **C. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.**
- D. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

Answer: C

Explanation:

Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION # 32

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