

2026 Salesforce Data-Con-101: Salesforce Certified Data Cloud Consultant–Trustable Dumps Vce



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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q161-Q166):

NEW QUESTION # 161

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via an SFTP site. How should the file be brought into Data Cloud?

- A. Manually import the file using the Data Import Wizard.
- **B. Ingest the file with the SFTP Connector.**
- C. Use Salesforce's Dataloader application to perform a bulk upload from a desktop.
- D. Ingest the file through the Cloud Storage Connector.

Answer: B

Explanation:

The SFTP Connector is a data source connector that allows Data Cloud to ingest data from an SFTP server.

The customer can use the SFTP Connector to create a data stream from their exported file and bring it into Data Cloud as a data lake object. The other options are not the best ways to bring the file into Data Cloud because:

B). The Cloud Storage Connector is a data source connector that allows Data Cloud to ingest data from cloud storage services such as Amazon S3, Azure Storage, or Google Cloud Storage. The customer does not have their data in any of these services, but only on an SFTP site.

C). The Data Import Wizard is a tool that allows users to import data for many standard Salesforce objects, such as accounts, contacts, leads, solutions, and campaign members. It is not designed to import data from an SFTP site or for custom objects in Data Cloud.

D). The Dataloader is an application that allows users to insert, update, delete, or export Salesforce records. It is not designed to ingest data from an SFTP site or into Data Cloud. References: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

NEW QUESTION # 162

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud. What are two of the available datasets in Marketing Cloud Starter Data Bundles? Choose 2 answers

- **A. MobilePush**
- B. Loyalty Management
- **C. MobileConnect**
- D. Personalization

Answer: A,C

Explanation:

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud¹. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush².

These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications². By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys¹. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience³. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers⁴. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

NEW QUESTION # 163

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?

- A. Segmentation filters, direct attributions, and data sources
- B. Population filters and direct attributes
- C. Direct attributes and related attributes

- **D. Direct attributes, related attributes, and population filters**

Answer: D

Explanation:

Segmentation in Salesforce Data Cloud:

The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

Reference: Salesforce Segment Canvas Documentation

Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

Reference: Salesforce Segmentation Guide

Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

Reference: Salesforce Segment Canvas Tutorial

Practical Application:

Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

Reference: Salesforce Marketing Cloud Segmentation Best Practices

NEW QUESTION # 164

How can a consultant modify attribute names to match a naming convention in Cloud File Storage targets?

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

Answer: B

Explanation:

A Cloud File Storage target is a type of data action target in Data Cloud that allows sending data to a cloud storage service such as Amazon S3 or Google Cloud Storage. When configuring an activation to a Cloud File Storage target, a consultant can modify the attribute names to match a naming convention by setting preferred attribute names in Data Cloud. Preferred attribute names are aliases that can be used to control the field names in the target file. They can be set for each attribute in the activation configuration, and they will override the default field names from the data model object. The other options are incorrect because they do not affect the field names in the target file. Using a formula field to update the field name in an activation will not change the field name, but only the field value. Updating attribute names in the data stream configuration will not affect the existing data lake objects or data model objects. Updating field names in the data model object will change the field names for all data sources and activations that use the object, which may not be desirable or consistent. References: Preferred Attribute Name, Create a Data Cloud Activation Target, Cloud File Storage Target

NEW QUESTION # 165

A consultant needs to update a field in CRM as soon as a record gets updated in the DMO.

Which feature should the consultant use?

- A. Rapid segments
- **B. Data actions**
- C. Data share target
- D. Streaming data transform

Answer: B

Explanation:

When a record in the Data Model Object (DMO) is updated, Data Actions can be used to immediately trigger updates in an external system like Salesforce CRM.

Data Actions allow for real-time or near-real-time updates to external systems.

When a record in the DMO is updated, a Data Action can push updates to CRM fields.

This ensures that CRM always reflects the latest Data Cloud updates without manual intervention.

Why Not A?

Data Share Targets are used for sharing data externally (e.g., Snowflake) but do not update CRM fields directly.

Why Not C?

Rapid Segments are used for fast audience segmentation, not for updating CRM fields.

Why Not D?

Streaming Data Transforms are used for real-time data processing, but they do not update CRM fields directly.

Salesforce Data Cloud Reference:

Salesforce Help Documentation - Data Actions Overview

Trailhead Module: Automating Data Updates with Data Actions

Salesforce Knowledge Base - Best Practices for Keeping CRM and Data Cloud in Sync

NEW QUESTION # 166

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