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## Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Data Cloud Setup and Administration:</b> This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Identity Resolution:</b> 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.</li> </ul>

## Salesforce Certified Data Cloud Consultant Sample Questions (Q86-Q91):

### NEW QUESTION # 86

A consultant notices that the unified individual profile is not storing the latest email address. Which action should the consultant take to troubleshoot this issue?

- A. Verify and update the email address in the source systems if needed.
- B. Remove any old email addresses from Salesforce CRM.
- C. Check if the mapping of DLO objects is correct to Contact Point Email.
- **D. Confirm that the reconciliation rules are correctly used.**

**Answer: D**

Explanation:

Understanding Unified Individual Profile:

The unified individual profile combines data from multiple sources to create a comprehensive view of each customer.

Reference: Salesforce Unified Profile Documentation

Issue with Latest Email Address:

If the latest email address is not being stored, the reconciliation rules, which determine how data from different sources is combined and updated, may be incorrectly configured.

Reference: Salesforce Data Reconciliation Overview

Reconciliation Rules:

These rules define which data source has priority and how conflicts are resolved when combining data.

Ensuring that these rules are correctly configured is essential for maintaining accurate and up-to-date profiles.

Reference: Salesforce Reconciliation Rules Guide

Steps to Troubleshoot:

Navigate to the reconciliation rules settings in Salesforce Data Cloud.

Review the current rules to ensure the correct handling of email addresses.

Verify that the rules prioritize the most recent data and handle duplicates appropriately.

Reference: Salesforce Reconciliation Rules Configuration Documentation

### NEW QUESTION # 87

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 takes up to 24 hours to be available.**
- B. Value suggestion can only work on direct attributes and not related attributes.
- C. Value suggestion requires Data Aware Specialist permissions at a minimum.
- D. Value suggestion will only return results for the first 50 values of a specific attribute.

**Answer: A**

Explanation:

The most likely cause of this issue is that value suggestion is still processing and takes up to 24 hours to be available. Value suggestion is a feature that enables you to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature needs to be enabled for each DMO field, and it can take up to 24 hours for the suggested values to appear after enabling the feature<sup>1</sup>. Therefore, if a user is not seeing suggested values from newly-modeled data, it could be that the data has not been processed yet by the value suggestion feature. References:

Use Value Suggestions in Segmentation

### NEW QUESTION # 88

During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.

Which two considerations should the consultant inform the customer about?

Choose 2 answers

- A. Data deletion requests are processed within 1 hour.
- B. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds.
- C. Data deletion requests are reprocessed at 30, 60, and 90 days.
- D. Data deletion requests are submitted for Individual profiles.

**Answer: B,D**

Explanation:

When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:

Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.

Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D):

When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

### NEW QUESTION # 89

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

**Answer: B**

Explanation:

Explanation:

### NEW QUESTION # 90

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.

What should NTO do to ensure the best email address is activated?

- A. Include Contact Point Email object Is Active field as a match rule.
- B. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.
- C. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.
- D. Set the default reconciliation rule to Last Updated.

**Answer: C**

Explanation:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud,

but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

## NEW QUESTION # 91

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