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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q104-Q109):

NEW QUESTION # 104
A consultant is preparing to implement Data Cloud.
Which ethic should the consultant adhere to regarding customer data?

- A. Collect and use all of the data to create more personalized experiences.
- B. Carefully consider asking for sensitive data such as age, gender, or ethnicity.
- C. Allow senior leaders in the firm to access customer data for audit purposes.
- D. Map sensitive data to the same DMO for ease of deletion.

Answer: B

Explanation:

When implementing Data Cloud, the consultant should adhere to ethical practices regarding customer data, particularly by carefully considering the collection and use of sensitive data such as age, gender, or ethnicity .
Here's why:
Understanding Ethical Considerations
Collecting and using customer data comes with significant ethical responsibilities, especially when dealing with sensitive information. The consultant must ensure compliance with privacy regulations (e.g., GDPR, CCPA) and uphold ethical standards to protect customer trust.
Why Carefully Consider Sensitive Data?
Privacy and Trust :
Collecting sensitive data (e.g., age, gender, ethnicity) can raise privacy concerns and erode customer trust if not handled appropriately.
Customers are increasingly aware of their data rights and expect transparency and accountability.
Regulatory Compliance :
Regulations like GDPR and CCPA impose strict requirements on the collection, storage, and use of sensitive data.
Careful consideration ensures compliance and avoids potential legal issues.
Other Options Are Less Suitable :
A). Allow senior leaders in the firm to access customer data for audit purposes : While audits are important, unrestricted access to sensitive data is unethical and violates privacy principles.
B). Collect and use all of the data to create more personalized experiences : Collecting all data without regard for sensitivity is unethical and risks violating privacy regulations.
C). Map sensitive data to the same DMO for ease of deletion : While mapping data for deletion is a good practice, it does not address the ethical considerations of collecting sensitive data in the first place.
Steps to Ensure Ethical Practices
Step 1: Evaluate Necessity
Assess whether sensitive data is truly necessary for achieving business objectives.
Step 2: Obtain Explicit Consent
If sensitive data is required, obtain explicit consent from customers and provide clear explanations of how the data will be used.
Step 3: Minimize Data Collection
Limit the collection of sensitive data to only what is essential and anonymize or pseudonymize data where possible.
Step 4: Implement Security Measures
Use encryption, access controls, and other security measures to protect sensitive data.
Conclusion
The consultant should carefully consider asking for sensitive data such as age, gender, or ethnicity to uphold ethical standards, maintain customer trust, and ensure regulatory compliance.

NEW QUESTION # 105
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 only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- B. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- 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 apply a frequency cap and limit the number of records that can be sent in an activation.

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 # 106
How does an administrator increase the consolidation rate for Identity Resolution?

- A. Change all reconciliation rules to Source Sequence
- B. Change the Ignore Empty Value option
- C. Reduce the number of matching rules
- D. Add more matching rules to broaden the search for matches

Answer: C

Explanation:
Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate. Reference: Identity Resolution Match Rules

NEW QUESTION # 107
Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

Answer: B,C

Explanation:
The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK.
References:https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5

NEW QUESTION # 108
Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.
Which Data Cloud component allows for this?

- A. Calculated insights
- B. Segment exclusion
- C. Nested segments
- D. Segment membership data model object

Answer: D

Explanation:
The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

NEW QUESTION # 109
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