

Quiz 2026 Salesforce Data-Con-101: Fantastic Salesforce Certified Data Cloud Consultant Exam Cram Questions



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Salesforce Certified Data Cloud Consultant Sample Questions (Q89-Q94):

NEW QUESTION # 89

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- **A. Streaming transforms**
- B. Data actions and Lightning web components
- C. Sales and Service bundle
- D. Data model triggers

Answer: A

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data

integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

B). Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C). Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D). Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

[Data Model in Data Cloud] unit on Trailhead

[Create a Data Model Object] article on Salesforce Help

[Data Sources in Data Cloud] unit on Trailhead

[Connect and Ingest Data in Data Cloud] article on Salesforce Help

[Data Spaces in Data Cloud] unit on Trailhead

[Create a Data Space] article on Salesforce Help

[Segments in Data Cloud] unit on Trailhead

[Create a Segment] article on Salesforce Help

[Activations in Data Cloud] unit on Trailhead

[Create an Activation] article on Salesforce Help

NEW QUESTION # 90

Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud.

What should NTO use to achieve this?

- **A. B2C Commerce Starter Bundles plus a custom extract**
- B. B2C Commerce Starter Bundles
- C. Direct Sales Order entity ingestion
- D. Direct Sales Product entity ingestion

Answer: A

Explanation:

The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:

A). B2C Commerce Starter Bundles only ingest the last 90 days of data by default.

B). Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.

C). Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION # 91

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- **A. Transaction**
- B. Individual

- C. Sales Order
- D. Engagement

Answer: A

Explanation:

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud.

Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION # 92

A finance company that uses Data Cloud wants to simplify how its users can view all the various channels a customer engages with. Which feature should the consultant recommend to meet this requirement?

- A. Create segments based on the ingested data and insights to activate in Marketing Cloud.
- **B. Use Data Cloud to connect with analytic tools, like Tableau.**
- C. Use calculated insights to determine when and how to engage with various customers.
- D. Use Data Cloud to ingest data from various available data sources.

Answer: B

Explanation:

To simplify how users can view all the various channels a customer engages with, the best solution is to use Data Cloud to connect with analytic tools like Tableau. Here's why and how this works:

Understanding the Requirement

The finance company wants its users to have a consolidated view of all customer engagement channels (e.g., email, social media, website interactions, etc.). This requires:

Aggregating data from multiple sources into a unified platform.

Providing an intuitive and visual way to analyze and interpret the data.

Why Use Data Cloud with Analytic Tools like Tableau?

Data Cloud as a Centralized Data Hub :Salesforce Data Cloud aggregates data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into a unified platform. This ensures that all customer engagement data is available in one place.

Tableau for Advanced Visualization :

Tableau is a powerful analytics and visualization tool that integrates seamlessly with Salesforce Data Cloud.

It allows users to create interactive dashboards and reports that provide a comprehensive view of customer engagement across all channels.

Users can drill down into specific channels, analyze trends, and gain actionable insights without needing advanced technical skills.

Simplified User Experience :By leveraging Tableau's intuitive interface, users can easily explore and understand customer engagement patterns without requiring deep knowledge of the underlying data structure.

Steps to Implement This Solution

Step 1: Ingest Data into Data Cloud

Ensure that all relevant customer engagement data (e.g., website visits, email interactions, social media activity) is ingested into Data Cloud from various sources.

Use Data Streams to bring in data from CRM, Marketing Cloud, and other external systems.

Step 2: Connect Data Cloud to Tableau

Navigate to Setup > Analytics > Tableau CRM in Salesforce.

Configure the integration between Data Cloud and Tableau to enable seamless data flow.

Step 3: Create Dashboards in Tableau

Use Tableau to build dashboards that consolidate customer engagement data from all channels.

Include visualizations such as bar charts, heatmaps, and trend lines to highlight key insights (e.g., most active channels, engagement frequency, etc.).

Step 4: Share Dashboards with Users

Publish the dashboards to Tableau Server or Tableau Online.

Provide access to the relevant users within the finance company so they can view and interact with the dashboards.

Why Not Other Options?

B). Use calculated insights to determine when and how to engage with various customers :While calculated insights are useful for understanding customer behavior, they do not provide a consolidated view of all engagement channels. This option focuses more on

decision-making rather than visualization.

C). Create segments based on the ingested data and insights to activate in Marketing Cloud :Segmentation is valuable for targeting specific groups of customers, but it does not address the requirement to view all engagement channels in one place. Segments are more about grouping customers rather than providing a holistic view.

D). Use Data Cloud to ingest data from various available data sources :While ingesting data is a critical first step, it does not solve the problem of simplifying how users view engagement channels. The focus here is on data ingestion, not visualization or analysis.

Conclusion

By connecting Data Cloud with Tableau , the finance company can provide its users with a simplified and visually intuitive way to view all customer engagement channels. This approach lever

NEW QUESTION # 93

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 apply a frequency cap and limit the number of records that can be sent in an activation.
- 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 only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

Answer: C

Explanation:

The reason for the activated count being smaller than the segment count is A. 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. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION # 94

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