

# Salesforce-Data-Cloud Latest Exam Dumps - Latest Salesforce-Data-Cloud Cram Materials



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## Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q160-Q165):

### NEW QUESTION # 160

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- **A. Is Anniversary Of**
- B. Is Between
- C. Is This Year
- D. Is Birthday

**Answer: A**

Explanation:

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year.

References:[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_segmentation\\_operators.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operators.htm&type=5)

#### NEW QUESTION # 161

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3.

The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Hard-code the campaign identifier as a new attribute in the campaign activation
- B. Include campaign identifier into the activation name
- C. Include campaign identifier into the filename specification
- D. Include campaign identifier into the segment name

**Answer: C**

Explanation:

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name.

References:[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

#### NEW QUESTION # 162

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Party
- B. Product
- C. Engagement
- D. Sales Order

**Answer: D**

Explanation:

The sales order subject area defines the revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner.

References:[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_sales\\_order.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=5)

#### NEW QUESTION # 163

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

- A. Sales Order > Individual > Unified Individual
- B. Unified Individual > Unified Link Individual > Sales Order
- C. Unified Individual > Individual > Sales Order
- D. Sales Order > Unified Individual

**Answer: B**

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

\* Unified Individual: This DMO represents the unified profile of an individual, which contains attributes from multiple sources.

\* Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

\* Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field.

This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

### NEW QUESTION # 164

A customer wants to create segments of users based on their Customer Lifetime Value. However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI). Which sequence of steps should the consultant follow to achieve this requirement?

- A. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation
- B. Create Calculated Insight > Map Data to Data Model > Ingest Data > Use in Segmentation
- C. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation
- D. Create Calculated Insight > Ingest Data > Map Data to Data Model > Use in Segmentation

**Answer: A**

Explanation:

To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams<sup>1</sup>. The second step is to map the source data to the data model, which defines the structure and attributes of the data<sup>2</sup>. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data<sup>3</sup>. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data<sup>4</sup>. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects<sup>3</sup>. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects<sup>3</sup>. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes<sup>3</sup>. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

### NEW QUESTION # 165

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