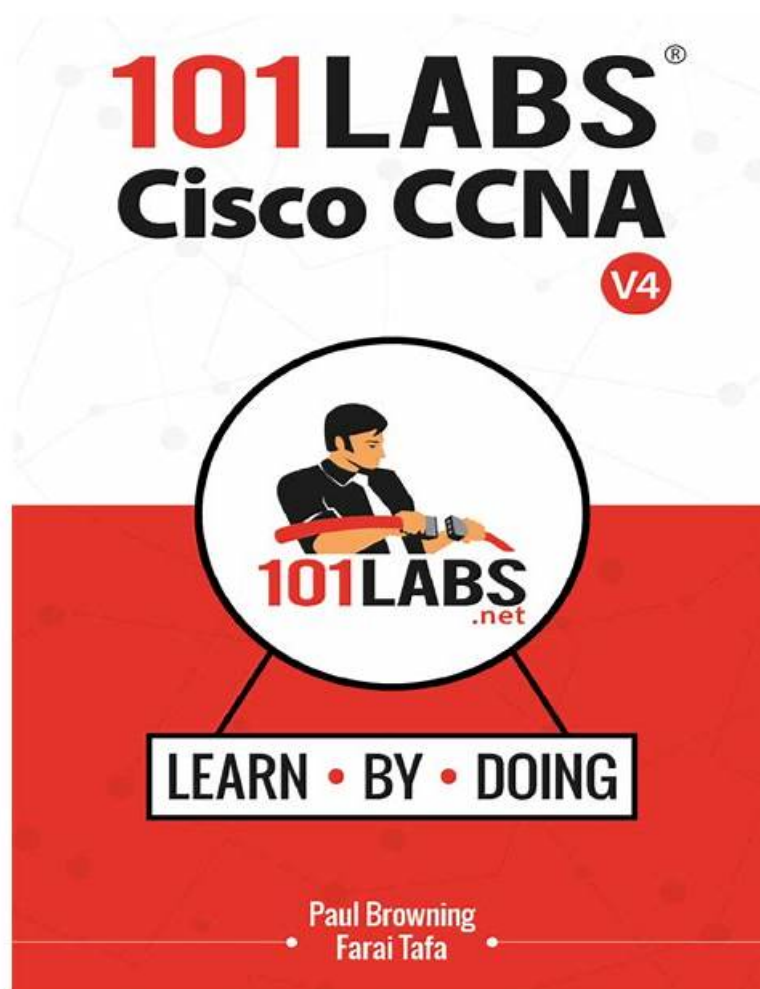


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Salesforce Certified Data Cloud Consultant Sample Questions (Q50-Q55):

NEW QUESTION # 50

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- **A. Leverages reconciliation rules**
- B. Creates additional contact points
- C. Creates additional rulesets
- D. Leverages match rules

Answer: A

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION # 51

The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.

Which statement addresses the cause of this issue?

- A. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
- B. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.
- **C. The Salesforce Integration User is missing Read permissions on the newly created field.**
- D. Custom fields on the Case object are not supported for ingesting into Data Cloud.

Answer: C

Explanation:

The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. References: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

NEW QUESTION # 52

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who made a purchase of at least one 'red shoes' and nothing else
- B. Individuals who purchased at least one of any 'red' product or purchased at least one pair of shoes'
- **C. Individuals who purchased at least one of any red' product and also purchased at least one pair of shoes'**
- D. Individuals who purchased at least one 'red shoes' as a single line item in a purchase

Answer: C

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

NEW QUESTION # 53

A Data Cloud consultant is evaluating the initial phase of the Data Cloud lifecycle for a company.

Which action is essential to effectively begin the Data Cloud lifecycle?

- A. Analyze and partition the data into data spaces.
- B. Migrate the existing data into the Customer 360 Data Model.
- C. Use calculated insights determine the benefits of Data Cloud for this company.
- **D. Identify use cases and the required data sources and data quality.**

Answer: D

Explanation:

Data Cloud Lifecycle: The initial phase of the Salesforce Data Cloud lifecycle is critical for setting the foundation for successful data integration and utilization.

Identifying Use Cases:

Importance: Defining clear use cases helps in understanding the business objectives and how Data Cloud can address them.

Required Data Sources: Identifying the necessary data sources ensures that relevant data is ingested into Data Cloud.

Data Quality: Assessing data quality is essential for accurate and reliable data analysis and insights.

Actions:

Step 1: Engage with stakeholders to define specific use cases for Data Cloud.

Step 2: Identify and catalog the required data sources for these use cases.

Step 3: Evaluate the quality of data from these sources to ensure they meet the standards for effective data analysis.

References:

Salesforce Data Cloud Implementation Guide

Salesforce Data Cloud Lifecycle

NEW QUESTION # 54

A customer has a requirement to receive a notification whenever an activation fails for a particular segment.

Which feature should the consultant use to solution for this use case?

- A. Dashboard
- B. Report
- **C. Activation alert**
- D. Flow

Answer: C

Explanation:

The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. References: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

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