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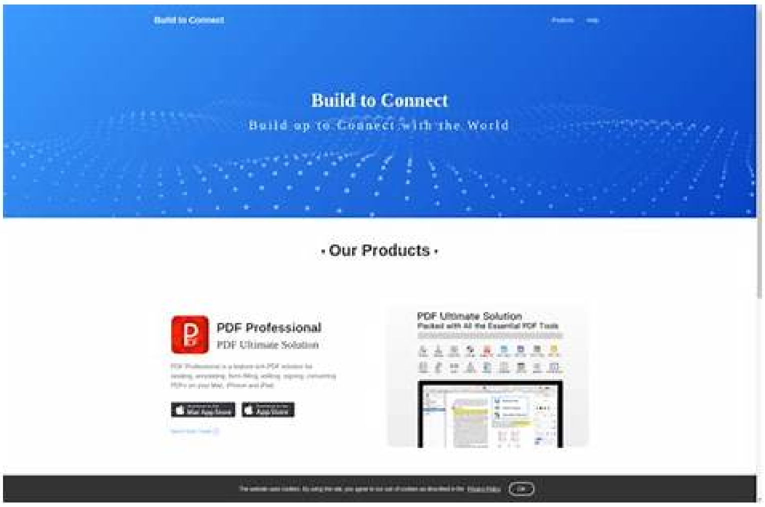

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Salesforce Certified Data Cloud Consultant Sample Questions (Q63-Q68):

NEW QUESTION # 63
Which statement is true related to batch ingestions from Salesforce CRM?

- A. The CRM connector performs an incremental refresh when 600K or more deletion records are detected.
- B. When a column is added or removed, the CRM connector performs a full refresh.
- C. The CRM connector's synchronization times can be customized to up to 15-minute intervals.
- D. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.

Answer: B

Explanation:
The question asks which statement is true about batch ingestions from Salesforce CRM into Salesforce Data Cloud. Batch ingestion refers to the process of periodically syncing data from Salesforce CRM (e.g., Accounts, Contacts, Opportunities) into Data Cloud. The focus is on how the CRM connector handles changes in data structure (e.g., adding or removing columns) and synchronization

behavior.
Why A is Correct: "When a column is added or removed, the CRM connector performs a full refresh." Behavior of the CRM Connector :
The Salesforce CRM connector automatically detects schema changes, such as when a field (column) is added or removed in the source CRM object.
When such changes occur, the CRM connector triggers a full refresh of the data for that object. This ensures that the data model in Data Cloud aligns with the updated schema in Salesforce CRM.
Why a Full Refresh is Necessary :
A full refresh ensures that all records are re-ingested with the updated schema, avoiding inconsistencies or missing data caused by incremental updates.
Incremental updates only capture changes (e.g., new or modified records), so they cannot handle schema changes effectively.
Other Options Are Incorrect :
B). The CRM connector performs an incremental refresh when 600K or more deletion records are detected :
This is incorrect because the CRM connector does not switch to incremental refresh based on the number of deletion records. It always performs incremental updates unless a schema change triggers a full refresh.
C). The CRM connector's synchronization times can be customized to up to 15-minute intervals : While synchronization schedules can be customized, the minimum interval is typically 1 hour , not 15 minutes.
D). CRM data cannot be manually refreshed and must wait for the next scheduled synchronization : This is incorrect because users can manually trigger a refresh of CRM data in Data Cloud if needed.
Steps to Understand CRM Connector Behavior
Step 1: Schema Changes Trigger Full Refresh
If a field is added or removed in Salesforce CRM, the CRM connector detects this change and initiates a full refresh of the corresponding object in Data Cloud.
Step 2: Incremental Updates for Regular Syncs
For regular synchronization, the CRM connector performs incremental updates, capturing only new or modified records since the last sync.
Step 3: Manual Refresh Option
Users can manually trigger a refresh in Data Cloud if immediate synchronization is required, bypassing the scheduled sync.
Step 4: Monitor Synchronization Logs
Use the Data Cloud Monitoring tools to track synchronization status, including full refreshes and incremental updates.
Conclusion
The statement "When a column is added or removed, the CRM connector performs a full refresh" is true. This behavior ensures that the data model in Data Cloud remains consistent with the schema in Salesforce CRM, avoiding potential data integrity issues.

NEW QUESTION # 64
A customer creates a large segment of customers that placed orders in the last 30 days, and adds related attributes from the... to the activation. Upon checking the activation in Marketing Cloud, they notice It contains orders that are older than 30 days.
What should a consultant do to resolve this issue?

- A. Apply a data space fitter to exclude orders older than 30 days.
- B. use data graphs that contain only 30 days of data.
- C. Use SQL in Marketing Cloud Engagement to remove orders older than 30 days.
- D. Apply a filter to Purchase Order Date to exclude orders older than 30 days.

Answer: D

Explanation:
The issue arises because the activated segment in Marketing Cloud contains orders older than 30 days, despite the segment being defined to include only recent orders. The best solution is to apply a filter to the Purchase Order Date to exclude older orders.
Here's why:
Understanding the Issue
The segment includes related attributes from the purchase order data.
Despite filtering for orders placed in the last 30 days, older orders are appearing in the activation.
Why Apply a Filter to Purchase Order Date?
Root Cause :
The related attributes (e.g., purchase order details) may not be filtered by the same criteria as the segment.
Without a specific filter on the Purchase Order Date , older orders may inadvertently be included.
Solution Approach :
Applying a filter directly to the Purchase Order Date ensures that only orders within the desired timeframe are included in the activation.

Other Options Are Less Suitable :
A). Use data graphs that contain only 30 days of data : Data graphs are not typically used to filter data for activations.
B). Apply a data space filter to exclude orders older than 30 days : Data space filters apply globally and may unintentionally affect other use cases.
D). Use SQL in Marketing Cloud Engagement to remove orders older than 30 days : This is a reactive approach and does not address the root cause in Data Cloud.
Steps to Resolve the Issue
Step 1: Review the Segment Definition
Confirm that the segment filters for orders placed in the last 30 days.
Step 2: Add a Filter to Purchase Order Date
Modify the activation configuration to include a filter on the Purchase Order Date , ensuring only orders within the last 30 days are included.
Step 3: Test the Activation
Publish the segment again and verify that the activation in Marketing Cloud contains only the desired orders.
Conclusion
By applying a filter to the Purchase Order Date , the consultant ensures that only orders placed in the last 30 days are included in the activation, resolving the issue effectively.

NEW QUESTION # 65
A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.
Which configuration change should a consultant consider in order to increase the consolidation rate?

- A. Reduce the number of matching rules.
- B. Include additional attributes in the existing matching rules.
- C. Change reconciliation rules to Most Occurring.
- D. Increase the number of matching rules.

Answer: D

Explanation:
The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as 1 - (number of unified individuals / number of source individuals). For example, if you ingest
100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes.
By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION # 66
The Data Cloud admin at Northern Trail Outfitters (NTO) wants to be proactively and immediately informed via Slack and email if any of the data streams fail for any reason. If this happens, a case should also be triggered as part of NTO's existing support and triage process, and reflected in its global monitoring dashboard.
What should a consultant recommend for these requirements?

- A. Data Cloud Query Editor
- B. Salesforce reports and dashboards
- C. Data actions
- D. Salesforce flows

Answer: D

Explanation:
To meet the requirement of being proactively and immediately informed via Slack and email if any data streams fail, and to trigger a case as part of the support process, the best solution is to use Salesforce Flows .
Here's why and how this works:

Understanding the Requirements :
The admin wants to be notified immediately via Slack and email when a data stream fails.
A case should also be created automatically to reflect the issue in the global monitoring dashboard.
This requires an automated process that integrates with both internal systems (e.g., Slack, email) and external workflows (e.g., case creation).
Why Salesforce Flows?
Salesforce Flows are highly flexible and can automate complex business processes. They can monitor system events (e.g., data stream failures) and trigger actions like sending notifications or creating records.
Flows can integrate seamlessly with Slack and email using platform events and action elements.
They can also create cases programmatically and update dashboards for real-time monitoring.
Steps to Implement This Solution :
Step 1: Navigate to Setup > Process Automation > Flows and create a new flow.
Step 2: Configure a Platform Event Trigger or Record-Triggered Flow to listen for data stream failure events.
Step 3: Add an action element to send a notification to Slack using the Slack Integration feature.
Step 4: Add another action element to send an email alert using the Send Email action.
Step 5: Add a step to create a Case record with details about the failure. Use predefined fields to populate relevant information (e.g., error message, timestamp).
Step 6: Update the global monitoring dashboard to reflect the newly created case. This can be done by linking the case to a report or dashboard component.
Why Not Other Options?
A). Data actions: While data actions can perform specific tasks on data, they are not designed for cross-system automation like sending Slack notifications or creating cases.
B). Data Cloud Query Editor: The Query Editor is used for querying and analyzing data but does not provide automation capabilities for notifications or case creation.
D). Salesforce reports and dashboards: Reports and dashboards are for visualizing data, not for triggering actions or automating workflows.
By using Salesforce Flows, NTO can achieve a fully automated and integrated solution that meets all the stated requirements.

NEW QUESTION # 67
Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Global Account
- B. Membership
- C. Engagement
- D. Party

Answer: D

Explanation:
The data model subject area that should be used for any Organization, Individual, or Member in the Customer 360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):
Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.
Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.
Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.
The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc.
Data Model Subject Areas
Party Subject Area
Customer 360 Data Model

NEW QUESTION # 68
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