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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 2	• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 3	• Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.
Topic 4	• Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.

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better understanding of what you are going to buy.

Salesforce Certified Data Cloud Consultant Sample Questions (Q99-Q104):

NEW QUESTION # 99

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud?

Choose 2 answers

- **A. To ingest and unify data from various sources to reconcile customer identity**
- B. To eliminate the need for separate business intelligence and IT data management tools
- **C. To use harmonized data to more accurately understand the customer and business impact**
- D. To create and orchestrate cross-channel marketing messages

Answer: A,C

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

Reference:

[Learn How Data Cloud Works](#)

[About Salesforce Data Cloud](#)

[Discover Use Cases for the Platform](#)

[Understand Common Data Analysis Use Cases](#)

NEW QUESTION # 100

A financial services firm specializing in wealth management contacts a Data Cloud consultant with an identity resolution request. The company wants to enhance its strategy to better manage individual client profiles within family portfolios.

Family members often share addresses and sometimes phone numbers but have distinct investment preferences and financial goals. The firm aims to avoid blending individual family profiles into a single entity to maintain personalized service and accurate financial advice.

Which identity resolution strategy should the consultant put in place?

- A. Configure a single match rule with a single connected contact point based on address.
- B. Configure a single match rule based on a custom identifier.
- C. Use multiple contact points without individual attributes in the match rules.
- **D. Use a more restrictive design approach to ensure the match rules perform as desired.**

Answer: D

Explanation:

To manage individual client profiles within family portfolios while avoiding blending profiles, the consultant should recommend a more restrictive design approach for identity resolution. Here's why:

Understanding the Requirement

The financial services firm wants to maintain distinct profiles for individual family members despite shared contact points (e.g., address, phone number).

The goal is to avoid blending profiles to ensure personalized service and accurate financial advice.

Why a Restrictive Design Approach?

Avoiding Over-Matching :

A restrictive design approach ensures that match rules are narrowly defined to prevent over-matching (e.g., merging profiles based solely on shared addresses or phone numbers).

This preserves the uniqueness of individual profiles while still allowing for some shared attributes.

Custom Match Rules :

The consultant can configure custom match rules that prioritize unique identifiers (e.g., email, social security number) over shared contact points.

This ensures that family members with shared addresses or phone numbers remain distinct.

Other Options Are Less Suitable :

A . Configure a single match rule with a single connected contact point based on address : This would likely result in over-matching and blending profiles, which is undesirable.

B . Use multiple contact points without individual attributes in the match rules : This approach lacks the precision needed to maintain distinct profiles.

D . Configure a single match rule based on a custom identifier : While custom identifiers are useful, relying on a single rule may not account for all scenarios and could lead to over-matching.

Steps to Implement the Solution

Step 1: Analyze Shared Attributes

Identify shared attributes (e.g., address, phone number) and unique attributes (e.g., email, social security number).

Step 2: Define Restrictive Match Rules

Configure match rules that prioritize unique attributes and minimize reliance on shared contact points.

Step 3: Test Identity Resolution

Test the match rules to ensure that individual profiles are preserved while still allowing for some shared attributes.

Step 4: Monitor and Refine

Continuously monitor the results and refine the match rules as needed to achieve the desired outcome.

Conclusion

A more restrictive design approach ensures that match rules perform as desired, preserving the uniqueness of individual profiles while accommodating shared attributes within family portfolios.

NEW QUESTION # 101

Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record. Which two features should a consultant consider for this use case?

Choose 2 answers

- **A. Profile API**
- B. Query APL
- **C. Lightning Web Components**
- D. Data Action

Answer: A,C

Explanation:

A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:

* Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and

* related attributes in Data Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.

* Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.

The other two options are not relevant for this use case. A Data Action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record. References: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

NEW QUESTION # 102

A consultant is integrating an Amazon S3 activated campaign with the customer's destination system.

In order for the destination system to find the metadata about the segment, which file on the S3 will contain this information for processing?

- A. The json file
- B. The .csv file
- C. The .zip file
- D. The .txt file

Answer: A

Explanation:

Explanation

The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file.

The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3.

The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule.

The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system.

References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION # 103

Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.

What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

- A. The B2C Commerce Order Bundle ingests 30 days of historical data.
- B. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.
- C. The B2C Commerce Order Bundle ingests 12 months of historical data.
- D. The B2C Commerce Order Bundle ingests 6 months of historical data.

Answer: B

Explanation:

The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file¹². Reference:

Create a B2C Commerce Data Bundle

Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION # 104

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