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To make sure that our candidates can learn the Salesforce-Data-Cloud preparation materials in the least time with the least efforts, they have compiled all of the content to be contained in the shortest possible number of Salesforce-Data-Cloud exam questions. Additionally, the Salesforce-Data-Cloud exam questions and answers have been designed on the format of the real exam so that the candidates learn it without any extra effort. We have carefully considered every aspects for our customers. And our Salesforce-Data-Cloud Practice Braindumps are perfect in every detail.

## Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q81-Q86):

### NEW QUESTION # 81

A retail customer wants to bring customer data from different sources and wants to take advantage of Identity Resolution so that it can be used in Segmentation. On which entity should this be segmented for activation membership?

- A. Unified Contact
- B. Individual
- C. Subscriber
- **D. Unified Individual**

**Answer: D**

Explanation:

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single profile<sup>4</sup>. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

### NEW QUESTION # 82

Which data sources are available from Marketing Cloud as a starter bundle?

- **A. Email, MobileConnect and MobilePush**
- B. Email, Mobile Connect, and Einstein Engagement Scoring
- C. Email, Cloud Pages, Einstein Web & Email Recommendations
- D. Email, MobileConnect, MobilePush and GroupConnect

**Answer: A**

Explanation:

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs.

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud\\_data\\_foundation](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation)

### NEW QUESTION # 83

How does an administrator increase the consolidation rate for Identity Resolution?

- A. Change all reconciliation rules to Source Sequence
- B. Add more matching rules to broaden the search for matches
- **C. Reduce the number of matching rules**
- D. Change the Ignore Empty Value option

**Answer: C**

Explanation:

Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate. Reference: Identity Resolution Match Rules

### NEW QUESTION # 84

A customer wants to create segments of users based on their Customer Lifetime Value. The source data that will be brought into the Data Cloud does not include that KPI. What process should be followed to achieve this outcome?

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

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

**Answer: E**

Explanation:

To create segments of users based on their Customer Lifetime Value, the customer needs to first ingest the source data into Data Cloud, then map the data to the Customer 360 data model, then create a calculated insight using the formula editor, and finally use the calculated insight in segmentation. References: [Data Ingestion], [Data Mapping], [Calculated Insights], [Segmentation]

#### NEW QUESTION # 85

Which three options can be used to build a filter in the Segmentation Canvas?

- A. Related Attributes
- B. Direct Attributes
- C. Streaming Insights
- D. Data Lake Objects
- E. Calculated Insights

**Answer: B,C,E**

Explanation:

Explanation

A window function is a unique requirement of a Streaming Insight query. It defines the time interval for the query to run on the streaming data and the frequency of the query execution.

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_streaming\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

#### NEW QUESTION # 86

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