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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 2	<ul style="list-style-type: none">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 3	<ul style="list-style-type: none">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.
Topic 4	<ul style="list-style-type: none">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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q164-Q169):

NEW QUESTION # 164

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores Individual object records with empty fields when running identity resolution rules
- B. Ignores empty fields when running reconciliation rules
- C. Ignores empty fields when running the standard match rules
- D. Ignores empty fields when running any custom match rules

Answer: B

Explanation:

Explanation

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

References:

- * Data Cloud Identity Resolution Reconciliation Rule Input
- * Configure Identity Resolution Rulesets
- * Data and Identity in Data Cloud

NEW QUESTION # 165

A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants. How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

- A. Place the attribute for product color in onecontainer and the attribute for product type in another container.
- B. Place an attribute for the "black" calculated insight to dynamically apply
- C. Place the attributes for product and product type as direct attributes.
- D. Place the attributes for product color and product type in a single container.

Answer: D

Explanation:

Explanation

To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:

- * Create a Segment in Data Cloud
- * Learn About Segmentation Tools
- * Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION # 166

Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

- A. Confirm the Create object permission is enabled in the Data Cloud org.
- **B. Confirm the View All object permission is enabled in the source Salesforce CRM org.**
- C. Confirm that the Modify Object permission is enabled in the Data Cloud org.
- D. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.

Answer: B

Explanation:

To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings¹. Without this permission, the custom object will not be available in the New Data Stream configuration². References:

- * Manage Access with Data Cloud Permission Sets
- * Object Permissions

NEW QUESTION # 167

A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.

What should the consultant do to fix this error?

- A. Map additional fields to the Contact Point Address DMO.
- B. Make sure that the total account records are high enough for Identity resolution.
- **C. Change the cardinality to many-to-one to accommodate multiple contacts per account.**
- D. Map Account to Contact Point Email and Contact Point Phone also.

Answer: C

Explanation:

Relationship Cardinality: In Salesforce Data Cloud, defining the correct relationship cardinality between data model objects (DMOs) is crucial for accurate data representation and integration.

1-to-1 Relationship Error: The error occurs because the relationship between Account DMO and Contact Point Address DMO is set as 1-to-1, which implies that each account can only have one contact point address.

Solution:

* Change Cardinality: Modify the relationship cardinality to many-to-one. This allows multiple contact point addresses to be associated with a single account, reflecting real-world scenarios more accurately.

* Steps:

- * Go to the data model configuration in Data Cloud.
- * Locate the relationship between Account DMO and Contact Point Address DMO.
- * Change the relationship type from 1-to-1 to many-to-one.

Benefits:

- * Accurate Representation: Accommodates real-world data scenarios where an account may have multiple contact points.
- * Error Resolution: Resolves the error and ensures smooth data integration.

References:

- * Salesforce Data Cloud Documentation: Relationships
- * Salesforce Help: Data Modeling in Data Cloud

NEW QUESTION # 168

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- A. Sales and Service bundle
- B. Data actions and Lightning web components
- **C. Streaming transforms**
- D. Data model triggers

Answer: C

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

* B. Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

* C. Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

* D. Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

References:

* 1: Load Data into Data Cloud

* 2: [Data Streams in Data Cloud]

* 3: [Data Model Triggers in Data Cloud] unit on Trailhead

* 4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

* 5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

* : [Data Model in Data Cloud] unit on Trailhead

* : [Create a Data Model Object] article on Salesforce Help

* : [Data Sources in Data Cloud] unit on Trailhead

* : [Connect and Ingest Data in Data Cloud] article on Salesforce Help

* : [Data Spaces in Data Cloud] unit on Trailhead

* : [Create a Data Space] article on Salesforce Help

* : [Segments in Data Cloud] unit on Trailhead

* : [Create a Segment] article on Salesforce Help

* : [Activations in Data Cloud] unit on Trailhead

* : [Create an Activation] article on Salesforce Help

NEW QUESTION # 169

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