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NEW QUESTION: 1

How do the Data streams that use the Marketing Cloud Connector refresh data?

- A. Manually refreshed by CDP Admin
- B. Marketing Cloud's Automation Studio handles this process.
- C. APIs are used for refresh
- D. None of the above

Answer: B ([LEAVE A REPLY](#))

Explanation

The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud's Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. References: Marketing Cloud Connector

NEW QUESTION: 2

What are the two distinct phases of data model management in Data Cloud?

- A. Data Activation
- B. Data Ingestion
- C. Data Actions
- D. Data Modeling

Answer: B,D ([LEAVE A REPLY](#))

These two phases are distinct phases of data model management in Data Cloud. Data ingestion is the process of bringing data from different sources into Data Cloud using connectors or APIs. Data modeling is the process of mapping the ingested data to the Data Cloud canonical model or creating custom data model objects. Reference:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5

NEW QUESTION: 3

Which method should an administrator use when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK?

- A. Activation
- B. Segment
- C. Streaming Insight
- D. Calculated Insight

Answer: C (LEAVE A REPLY)

Explanation

This method should be used when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK. Streaming Insight allows you to query and aggregate data from real-time streams using window functions.

References:https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION: 4

Which three features can be used to validate the data in the unified profile object?

- A. Data Actions
- B. Data Explorer
- C. Query API
- D. Profile Explorer
- E. Identity Reconciliation

Answer: B,C,D (LEAVE A REPLY)

These three features can be used to validate the data in the unified profile object. Data Explorer allows you to view the ingested data from different sources and how it is mapped to the unified profile object. Query API allows you to query the unified profile object using SOQL or SQL queries. Profile Explorer allows you to view the unified profile records and their attributes. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_explorer.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_query_api.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_profile_explorer.htm&type=5

NEW QUESTION: 5

Which two dependencies need to be removed prior to disconnecting a data source?

- A. Activation Target
- B. Data Stream
- C. Segment
- D. Activation

Answer: (SHOW ANSWER)

These are the two dependencies that need to be removed prior to disconnecting a data source. A data stream is a process that ingests data from a data source into Data Cloud. A segment is a group of customers that meet certain criteria based on their data. If a data source is disconnected, any data streams or segments that depend on it will no longer function properly. Reference: [Data Sources], [Data Streams], [Segments]

NEW QUESTION: 6

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

- A. Custom fields on the Case objects are not supported for ingesting into Data Cloud
- B. Utilize the Salesforce Dataloader application to perform a bulk upload from a desktop
- C. The Data Cloud administrator does not need to do anything. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM
- D. The Salesforce Integration User is missing "Read" permissions on the newly created field

Answer: D (LEAVE A REPLY)

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have "Read" permissions on that field². To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

NEW QUESTION: 7

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Standard Objects
- B. Standard Big Objects
- C. Custom Big Objects
- D. Custom Objects

Answer: A,D (LEAVE A REPLY)

The Salesforce CRM connector supports ingestion of standard objects and custom objects from Salesforce CRM. Standard objects are predefined objects that are included with Salesforce CRM, such as Account, Contact, Lead, etc. Custom objects are objects that customers can create to store information that is specific to their organization or industry. Reference: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]

NEW QUESTION: 8

What is the first thing a business stakeholder should focus on when considering a Data Cloud implementation?

- A. Review consent and privacy management policies
- B. Obtain cross-organizational buy-in
- C. Identify activation targets
- D. Identify data sources

Answer: (SHOW ANSWER)

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation. Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud. Reference: <https://trailhead.salesforce.com/content/learn/modules/customer-data-platform-basics/get-started-with-customer-data-platform>

NEW QUESTION: 9

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

Answer: B (LEAVE A REPLY)

COALESCE is the function that returns the first value from a list that isn't empty. It takes a list of values as arguments and returns the first non-empty value. For example, COALESCE(NULL, '', 'Hello', 'World') returns 'Hello'. If all values are empty, it returns NULL. Reference: COALESCE

NEW QUESTION: 10

What does the Source Sequence reconciliation rule do in Identity Resolution?

- A. Sets the priority of specific data sources when building attributes in a unified profile such as a first or last name
- B. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source
- C. Includes data from sources where the data is alphanumerically sequenced
- D. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources

Answer: A (LEAVE A REPLY)

The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile⁹. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

NEW QUESTION: 11

Which three objects are created as a result of Identity Resolution?

- A. Unified Subscriber

- B. Unified Data Model
- C. Unified Contact Point
- D. Unified Link
- E. Unified Individual

Answer: C,D,E ([LEAVE A REPLY](#))

Identity Resolution creates three types of objects:

Unified Individual: This object represents the unified profile of an individual, which contains attributes from multiple sources.

Unified Contact Point: This object represents the unified contact information of an individual, such as email, phone, address, or app.

Unified Link: This object represents the link between an Individual object and a Unified Individual object, or between a Contact Point object and a Unified Contact Point object.

NEW QUESTION: 12

Every day, Northern Trail Outfitters (NTO) uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than 7 days are automatically deleted. Each file contains a timestamp in a standardized naming convention. What should a consultant consider when ingesting this data stream?

- A. Ensure the refresh mode is set to "Upsert" and "Refresh only new files" is selected
- B. Ensure the refresh mode is set to "Full Refresh" and the filename contains a wildcard to accommodate the timestamp
- C. Ensure the refresh mode is set to "Full Refresh" and "Refresh only new files" is selected
- D. Advise NTO to change their processes: this configuration is not supported

Answer: ([SHOW ANSWER](#))

This configuration will ensure that Data Cloud only ingests new files from the Amazon S3 bucket and updates or inserts new records into the data stream without deleting existing records. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION: 13

What is the first thing a business stakeholder should focus on when considering a Data Cloud implementation?

- A. Review consent and privacy management policies
- B. Obtain cross-organizational buy-in
- C. Identify activation targets
- D. Identify data sources

Answer: ([SHOW ANSWER](#))

Explanation

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation.

Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud.

References: <https://trailhead.salesforce.com/content/learn/modules/customer-data-platform-basics/get-started-with>

NEW QUESTION: 14

Which of these is present in Identity Resolution Summary?

- A.** Unified Individuals
- B.** Last Processing Status
- C.** Matched Individuals
- D.** All the above

Answer: D (LEAVE A REPLY)

Explanation

The Identity Resolution Summary page shows all the above information: Unified Individuals, Last Processing Status, and Matched Individuals. Unified Individuals are the profiles that Data Cloud creates by linking multiple source profiles based on match rules. Last Processing Status shows the date and time of the last identity resolution run and whether it was successful or not. Matched Individuals shows the number and percentage of source profiles that were matched to a unified individual profile. References: Identity Resolution Summary

NEW QUESTION: 15

What is a unique requirement of a Streaming Insight query?

- A.** A dimension
- B.** A measurement
- C.** A window function
- D.** A WHERE clause

Answer: C (LEAVE A REPLY)

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. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION: 16

Which two common use cases can be addressed with Data Cloud?

- A.** Harmonize data from multiple sources with a standardized and extendable data model
- B.** Understand and act upon customer data to drive more relevant experiences
- C.** Safeguard critical business data by serving as a centralized system for backup and disaster recovery
- D.** Govern enterprise data lifecycle through a centralized set of policies and processes

Answer: (SHOW ANSWER)

Data Cloud can address these two common use cases by providing a platform that allows customers to ingest, map, enrich, and activate data from various sources using the Customer 360 data model, and by enabling customers to create segments, insights, and activations based on their customer data. Reference: [Data Cloud Overview], [Customer 360 Data Model], [Data Activation]

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NEW QUESTION: 17

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

- A. Unified Individual > Individual > Sales Order
- B. Unified Individual > Unified Link Individual > Sales Order
- C. Sales Order > Unified Individual
- D. Sales Order > Individual > Unified Individual

Answer: B (LEAVE A REPLY)

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

Unified Individual: This DMO represents the unified profile of an individual, which contains attributes from multiple sources.

Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

NEW QUESTION: 18

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

- A. Email, Cloud Pages, Einstein Web & Email Recommendations

- B. Email, MobileConnect, MobilePush and GroupConnect
- C. Email, Mobile Connect, and Einstein Engagement Scoring
- D. Email, MobileConnect and MobilePush

Answer: D (LEAVE A REPLY)

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. Reference:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5)

[id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5)

NEW QUESTION: 19

How many calculated insights can be created per tenant?

- A. 5
- B. 10
- C. 50
- D. 100

Answer: (SHOW ANSWER)

Explanation

The maximum number of calculated insights that can be created per tenant is 50. A calculated insight is a metric that defines and calculates a multidimensional measure on your data. You can use calculated insights to create segments and analyze your data in Data Cloud. You can also use calculated insights to create dashboards and reports in Tableau CRM. References: Calculated Insights

NEW QUESTION: 20

What should an administrator do to pause a segment activation but with the intent of using that segment again?

- A. Inactivate the segment
- B. Delete the segment
- C. Stop the Publish Schedule
- D. Skip the Activation

Answer: (SHOW ANSWER)

To pause a segment activation but with the intent of using that segment again, the administrator should stop the publish schedule for that segment. This will stop the segment from being refreshed and activated, but it will not delete or inactivate the segment. The administrator can resume the publish schedule at any time.

NEW QUESTION: 21

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

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

Answer: ([SHOW ANSWER](#))

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5

NEW QUESTION: 22

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Sales Order
- B. Individual
- C. Transaction
- D. Engagement

Answer: ([SHOW ANSWER](#))

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration.

Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION: 23

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. Change the Ignore Empty Value option
- D. Reduce the number of matching rules

Answer: ([SHOW ANSWER](#))

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. References: Identity Resolution Match Rules

NEW QUESTION: 24

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model object
- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is used in Segmentation
- D. A data stream attribute is used in Activation

Answer: ([SHOW ANSWER](#))

A data stream cannot be deleted if any of its attributes are mapped to a Data Model object or used in a Calculated Insight³. These dependencies need to be removed before deleting the data stream.

NEW QUESTION: 25

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

- A. Manually import the file using the Data Import Wizard
- B. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
- C. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector
- D. Import the file into Amazon S3 and ingest with the Cloud Storage Connector

Answer: ([SHOW ANSWER](#))

These two options are recommended ways to bring transactional data from a data warehouse into Data Cloud via a SFTP site. You can use the Cloud Storage Connector to ingest files from Google Cloud Storage or Amazon S3 buckets into Data Cloud. Reference:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5)

[id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5)

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

[id=sf.c360_a_data_cloud_amazon_s3.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

NEW QUESTION: 26

Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Marketing Cloud Connect API
- B. Email Studio Starter Data Bundle
- C. Profile attributes are not yet supported
- D. Automation Studio and Profile API

Answer: D ([LEAVE A REPLY](#))

Explanation

This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to send them to Data Cloud.

References:[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundatio)

[id=sf.c360_a_data_cloud_marketing_cloud_data_foundatio](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundatio)

NEW QUESTION: 27

A customer has requested that their personal data be deleted. Which action should be performed to accommodate this request in Data Cloud?

- A. Manually delete customer and related records using the Profile Explorer
- B. Use Consent API to request deletion of the customer's information
- C. Utilize the Data Rights Subject Request tool to request deletion of the customer's information
- D. Use Ingestion API to request deletion of the customer's information

Answer: B ([LEAVE A REPLY](#))

Explanation

This action should be performed to accommodate the request to delete personal data in Data Cloud. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION: 28

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Custom Big Objects
- B. Standard Big Objects
- C. Standard Objects
- D. Custom Objects

Answer: (SHOW ANSWER)

These two objects or fields are supported for ingestion using the Salesforce CRM connector. You can select standard or custom objects from your Salesforce CRM org and map them to Data Cloud data model objects. Reference:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&type=5

NEW QUESTION: 29

Which two applications automatically create activation targets at the time the application is connected to Data Cloud?

- A. Personalization powered by Interaction Studio
- B. Amazon S3
- C. B2C Commerce
- D. Marketing Cloud Engagement

Answer: (SHOW ANSWER)

Explanation

These two applications automatically create activation targets when they are connected to Data Cloud. You can use these targets to activate segments or calculated insights to these applications.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_activation.htm&type=5

NEW QUESTION: 30

Which two characteristics describe the Customer 360 data model?

- A. A Conceptual Model
- B. A Static Model
- C. A Product Sold By Salesforce
- D. A Canonical Model

Answer: (SHOW ANSWER)

The Customer 360 data model is a conceptual model and a canonical model. A conceptual model is a high-level representation of the entities and relationships in a domain of interest, without specifying any implementation details. A canonical model is a common and consistent data model that can be used across different systems and applications.

Reference: [Customer 360 Data Model Overview], [Conceptual Model], [Canonical Model]

NEW QUESTION: 31

Which match criteria is only available as custom in order to perform an exact match in Identity Resolution?

- A. Phone Number
- B. Email Address
- C. Party Identification Id
- D. Government Id

Answer: C (LEAVE A REPLY)

Party Identification Id is the only match criteria that is only available as custom in order to perform an exact match in Identity Resolution. Party Identification Id is a unique identifier for each Party Identification record in the data model. It is not one of the standard match criteria that Data Cloud provides out of the box, so it has to be created as a custom match criteria. Custom match criteria allow you to use any field from the data model as a match rule. Reference: Create Custom Match Criteria

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NEW QUESTION: 32

Cloud Kicks has received a Request to be Forgotten by a customer. In which two ways can Data Cloud honor this request?

- A. Use Data Explorer to locate and manually remove the Individual
- B. Use the Consent API to suppress processing and delete the individual and related records from source data streams
- C. Delete the data from the incoming data stream and perform a full refresh
- D. Add the Individual Id to a headerless file and use the delete from file functionality

Answer: B,D (LEAVE A REPLY)

Explanation

These two ways can help Data Cloud honor a request to be forgotten by a customer. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. The delete from file functionality allows you to upload a file with individual IDs that will be deleted from Data Cloud. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)

[id=sf.c360_a_data_cloud_consent_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)[https://help.salesfo](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)

NEW QUESTION: 33

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Refresh Data Stream > Calculated Insight > Identity Resolution
- B. Identity Resolution > Calculated Insight > Refresh Data Stream
- C. Calculated Insight > Identity Resolution > Refresh Data Stream
- D. Refresh Data Stream > Identity Resolution > Calculated Insight

Answer: D (LEAVE A REPLY)

The recommended order of processes for updating data in Data Cloud is as follows:

Refresh Data Stream: This process updates the data from the source, such as Amazon S3, into Data Cloud.

Identity Resolution: This process runs the rulesets that link together multiple records of an individual into a unified profile.

Calculated Insight: This process calculates additional attributes based on existing data, such as lifetime value or churn risk.

NEW QUESTION: 34

A user needs permissions to access Data Cloud to create, manage, and publish segments. However, the user should not be allowed to create reports or manage data sources. Which permission set should an administrator assign?

- A. Customer Data Cloud for Marketing Admin
- B. Customer Data Cloud for Marketing Specialist
- C. Customer Data Cloud for Marketing Data Aware Specialist
- D. Customer Data Cloud for Marketing Manager

Answer: B (LEAVE A REPLY)

This permission set should be assigned to a user who needs permissions to access Data Cloud to create, manage, and publish segments, but not to create reports or manage data sources. This permission set allows the user to create and edit segments, calculated insights, streaming insights, and activations, but not to access data streams, data model, identity resolution, or reports. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5

NEW QUESTION: 35

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Answer: (SHOW ANSWER)

Explanation

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION: 36

Which two features are impacted by the timezone setting in the org Data Cloud is provisioned in?

- A. Segment Schedule
- B. Identity Resolution
- C. Ingestion Schedule
- D. Activation Schedule

Answer: A,D (LEAVE A REPLY)

Explanation

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htm&type=5)

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NEW QUESTION: 37

Which three actions can be applied to a previously created segment?

- A. Reactivate
- B. Export
- C. Delete
- D. Copy
- E. Inactivate

Answer: (SHOW ANSWER)

Explanation

These three actions can be applied to a previously created segment. You can export a segment to a CSV file, delete a segment from Data Cloud, or copy a segment to create a duplicate segment with the same criteria.

References:[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_actions.htm&type=5)

[id=sf.c360_a_segmentation_actions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_actions.htm&type=5)

NEW QUESTION: 38

When can the data types be changed during ingestion?

- A. After the DSO is created
- B. Before DSO is created
- C. Data type can never be changed
- D. Data type can be changed at any time

Answer: (SHOW ANSWER)

Explanation

The data types can be changed during ingestion before the Data Source Object (DSO) is created. A DSO is a container for ingested data that defines the schema, format, and metadata of the data. Data types can be changed in the Data Explorer before creating a DSO by using the Edit Schema option. Once a DSO is created, the data types cannot be changed. References: Create a Data Source Object

NEW QUESTION: 39

How can attribute names be modified to match a naming convention in Cloud File Storage target?

- A. Update attribute names in the data stream configuration
- B. Update field names in the data model

- C. Set preferred attribute names when configuring activation
- D. Use a formula field to update the field name in an activation

Answer: ([SHOW ANSWER](#))

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5

NEW QUESTION: 40

A user needs permissions to access Data Cloud to create, manage, and publish segments. However, the user should not be allowed to create reports or manage data sources. Which permission set should an administrator assign?

- A. Customer Data Cloud for Marketing Admin
- B. Customer Data Cloud for Marketing Specialist
- C. Customer Data Cloud for Marketing Data Aware Specialist
- D. Customer Data Cloud for Marketing Manager

Answer: ([SHOW ANSWER](#))

Explanation

This permission set should be assigned to a user who needs permissions to access Data Cloud to create, manage, and publish segments, but not to create reports or manage data sources. This permission set allows the user to create and edit segments, calculated insights, streaming insights, and activations, but not to access data streams, data model, identity resolution, or reports.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5

NEW QUESTION: 41

Which three out-of-the-box connectors are available for Data Cloud?

- A. Marketing Cloud
- B. B2C Commerce
- C. Slack Connector
- D. Amazon S3
- E. Amazon Redshift Connector

Answer: ([SHOW ANSWER](#))

Explanation

These three out-of-the-box connectors are available for Data Cloud. They allow you to ingest data from Marketing Cloud, B2C Commerce, or Amazon S3 into Data Cloud and map it to the Data Cloud data model.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_connectors.htm&type=5

NEW QUESTION: 42

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Answer: B ([LEAVE A REPLY](#))

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. Reference: Data Model Objects

NEW QUESTION: 43

Which method should an administrator use when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK?

- A. Activation
- B. Segment
- C. Streaming Insight
- D. Calculated Insight

Answer: (SHOW ANSWER)

This method should be used when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK. Streaming Insight allows you to query and aggregate data from real-time streams using window functions. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION: 44

Every day, Northern Trail Outfitters (NTO) uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than 7 days are automatically deleted. Each file contains a timestamp in a standardized naming convention. What should a consultant consider when ingesting this data stream?

- A. Ensure the refresh mode is set to "Upsert" and Refresh only new files" is selected
- B. Ensure the refresh mode is set to "Full Refresh" and the filename contains a wildcard to accommodate the timestamp
- C. Ensure the refresh mode is set to "Full Refresh" and "Refresh only new files" is selected
- D. Advise NTO to change their processes: this configuration is not supported

Answer: A ([LEAVE A REPLY](#))

Explanation

This configuration will ensure that Data Cloud only ingests new files from the Amazon S3 bucket and updates or inserts new records into the data stream without deleting existing records.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION: 45

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text
- C. Numeric
- D. Boolean

Answer: C (LEAVE A REPLY)

Explanation

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

NEW QUESTION: 46

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

Answer: B (LEAVE A REPLY)

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. Reference: [Data Ingestion], [Data Mapping], [Calculated Insights], [Segmentation]

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NEW QUESTION: 47

How do the Data streams that use the Marketing Cloud Connector refresh data?

- A. Manually refreshed by CDP Admin
- B. Marketing Cloud's Automation Studio handles this process.
- C. APIs are used for refresh
- D. None of the above

Answer: B (LEAVE A REPLY)

The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud's Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. Reference: Marketing Cloud Connector

NEW QUESTION: 48

Which two statements are true about using consent API and exercising right to be forgotten?

- A. Data Deletion requests are processed within 1 hour
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- C. Data Deletion requests are submitted for Individual profiles
- D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce Clouds

Answer: (SHOW ANSWER)

Explanation

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted.

Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION: 49

Which configuration can support separate Amazon S3 buckets for data ingestion and activation?

- A. Separate user credentials for data stream and activation target
- B. Dedicated S3 data sources in activation setup
- C. Separate user credentials for data stream and activation
- D. Dedicated S3 data sources in Data Cloud setup

Answer: D ([LEAVE A REPLY](#)**)**

NEW QUESTION: 50

An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

- A. Amazon S3 Bucket
- B. Personalization
- C. Marketing Cloud
- D. Salesforce CRM

Answer: C ([LEAVE A REPLY](#)**)**

This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data sources or activation targets. The other platforms have higher or no limits for connections. Reference:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_limits.htm&type=5

NEW QUESTION: 51

A customer has a custom 'Customer_Email_c' object related to the standard 'Contact' object in Salesforce CRM. To which data entity is this mapped?

- A. Contact
- B. Contact Point Email
- C. Custom 'Customer_Email' Object
- D. Individual

Answer: B ([LEAVE A REPLY](#)**)**

The custom 'Customer_Email_c' object related to the standard 'Contact' object in Salesforce CRM should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. Reference: [Contact Point Email Entity]

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