

Salesforce Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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Exam Questions**

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Version:7.0

Question: 1

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target.

Which two actions are required when configuring the activation?

Choose 2 answers

- A. Add additional attributes.
- B. Choose a segment.
- C. Select contact points.
- D. Add the calculated insight in the activation.

Answer: BC

Explanation:

To configure an activation to a Marketing Cloud activation target, you need to choose a segment and select contact points. Choosing a segment allows you to specify which unified individuals you want to activate. Selecting contact points allows you to map the attributes from the segment to the fields in the Marketing Cloud data extension. You do not need to add additional attributes or add the calculated insight in the activation, as these are already part of the segment definition. Reference: [Create a Marketing Cloud Activation Target](#); [Types of Data Targets in Data Cloud](#)

Question: 2

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. Change reconciliation rules to Most Occurring.
- B. Increase the number of matching rules.

- C. Include additional attributes in the existing matching rules.
- D. Reduce the number of matching rules.

Answer: B

Explanation:

The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as $1 - (\text{number of unified individuals} / \text{number of source individuals})$. 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. Reference: [Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles](#), [Identity Resolution Ruleset Processing Results](#), [Configure Identity Resolution Rulesets](#)

Question: 3

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.

Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

- A. Use an S3 Private Key Certificate.
- B. Use an S3 Encrypted Username and Password.
- C. Use a JWT Token generated on S3.
- D. Use an S3 Access Key and Secret Key.

Answer: D

Explanation:

To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. Reference: [Amazon S3 Storage Connector - Salesforce](#), [How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog](#)
Learn more

[1help.salesforce.com2developer.salesforce.com](https://help.salesforce.com2developer.salesforce.com)

Question: 4

A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.

Which two areas should a consultant review to troubleshoot this issue?

Choose 2 answers

- A. Review data transformations to ensure they're run after calculated insights.
- B. Review calculated insights to make sure they're run before segments are refreshed.
- C. Review segments to ensure they're refreshed after the data is ingested.
- D. Review calculated insights to make sure they're run after the segments are refreshed.

Answer: B C

Explanation:

The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them. Reference: [Salesforce Data Cloud Consultant Exam Guide](#), [Data Ingestion and Modeling](#), [Calculated Insights](#), [Segments](#)

Question: 5

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud.

Which engagement channel data will require custom integration?

- A. SMS
- B. Email
- C. CloudPage
- D. Mobile push

Answer: C

Explanation:

CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud

Connector or the Marketing Cloud API. Reference: [Data Cloud Overview](#), [Marketing Cloud Connector](#), [Marketing Cloud API](#)

Question: 6

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 the Ingest Object permission is enabled in the Salesforce CRM org.
- D. Confirm that the Modify Object permission is enabled in the Data Cloud 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.](#) Reference: [Manage Access with Data Cloud Permission Sets](#) [Object Permissions](#)

Question: 7

Which two common use cases can be addressed with Data Cloud?
Choose 2 answers

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

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 common use cases that can be addressed with Data Cloud are:

Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.

Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution.

The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Reference:

[Learn How Data Cloud Works](#)

[About Salesforce Data Cloud](#)

[Discover Use Cases for the Platform](#)

[Understand Common Data Analysis Use Cases](#)

Question: 8

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Mapping
- B. Data Transformation
- C. Segment Setup
- D. Data Stream Setup

Answer: C

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). Reference: [Use Value Suggestions in Segmentation](#), [Considerations for Selecting Related Attributes](#)

Question: 9

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key. Which two steps should the consultant take to address this new use case?

Choose 2 answers

- A. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.
- B. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals

coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.

C. Create a custom matching rule for an exact match on the Individual ID attribute.

D. Create a matching rule based on party identification that matches on CRM ID as the party identification name.

Answer: A, D

Explanation:

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. Reference: [Configure Identity Resolution Rulesets](#), [Identity Resolution Match Rules](#), [Data Cloud Identity Resolution Ruleset](#), [Data Cloud Identity Resolution Config Input](#)

Question: 10

Which consideration related to the way Data Cloud ingests CRM data is true?

A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization,

B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.

C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.

D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

Answer: D

Explanation:

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time. This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. [This feature enables Data Cloud to have the most up-to-date and accurate CRM data for segmentation and activation](#)¹.

The other options are incorrect for the following reasons:

A. [CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page](#)². This option is false.

B. [The CRM Connector's synchronization times can be customized to up to 60-minute intervals, not 15-minute intervals](#)³. This option is false.

C. [Formula fields are not refreshed at regular sync intervals, but only at the next full refresh](#)⁴. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered. This option is false.

Reference:

¹: [Connect and Ingest Data in Data Cloud](#) article on Salesforce Help

2: [Data Sources in Data Cloud](#) unit on Trailhead

3: [Data Cloud for Admins](#) module on Trailhead

4: [Formula Fields in Data Cloud] unit on Trailhead

: [Data Streams in Data Cloud] unit on Trailhead

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