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NEW QUESTION: 1

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: 2

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

Answer: (SHOW ANSWER)

Explanation

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5

NEW QUESTION: 3

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

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

Answer: A (LEAVE A REPLY)

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.

References:

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

NEW QUESTION: 4

What is Data Cloud's primary value to customers?

- A. A single source of truth for all anonymous data
- B. A platform that can update all connected systems with a golden record in real-time
- C. A platform that provides a unified view of a customer and their related data
- D. A platform that can create personalized campaigns by listening, understanding, and acting on customer behavior

Answer: C (LEAVE A REPLY)

Data Cloud's primary value to customers is that it provides a platform that enables customers to create a unified view of a customer and their related data across different channels and systems, using the Customer 360 data model as the foundation. References: [Data Cloud Overview], [Customer 360 Data Model]

NEW QUESTION: 5

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: 6

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: A,B (LEAVE A REPLY)

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. References: [Data Cloud Overview], [Customer 360 Data Model], [Data Activation]

NEW QUESTION: 7

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)

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. Reference:

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

https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5

NEW QUESTION: 8

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

Answer: B (LEAVE A REPLY)

Explanation

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year.

References:https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operators.htm&ty

NEW QUESTION: 9

How many Metrics can be present in 1 segment container?

- A. 1
- B. 5
- C. 10
- D. 100

Answer: A (LEAVE A REPLY)

Explanation

Only one metric can be present in one segment container. A segment container is a logical grouping of segments that share the same metric and granularity. A metric is a calculated insight that defines and calculates a multidimensional measure on your data. A granularity is the level of detail at which you want to analyze your data, such as daily, weekly, or monthly. You can create multiple segment containers with different metrics and granularities, but each segment container can only have one metric. References: Segment Containers

NEW QUESTION: 10

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

Answer: (SHOW ANSWER)

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK.

References:https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5

NEW QUESTION: 11

What are two benefits Data Cloud provides a company in relation to managing customer data?

- A. Unified Identity Resolution
- B. Data Harmonization
- C. Data Governance
- D. Data Marketplace

Answer: (SHOW ANSWER)

These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer.

Data Harmonization allows a company to standardize and enrich data from different sources and improve data quality and usability. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm&type=5<https://help>.

NEW QUESTION: 12

What can be customized in the Data Cloud canonical model?

- A. Fields
- B. Objects, Fields, and Relationships
- C. Objects and Fields
- D. Objects

Answer: B (LEAVE A REPLY)

Explanation

You can customize the Data Cloud canonical model by adding, editing, or deleting objects, fields, and relationships. You can also modify the properties, labels, and descriptions of these components.

References:https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_canonical_model.htm&type=5

NEW QUESTION: 13

How many calculated insights can be created per tenant?

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

D. 100

Answer: C (LEAVE A REPLY)

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: 14

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value (LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Flow orchestration
- C. Streaming data transformations
- D. Metrics on metrics

Answer: (SHOW ANSWER)

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators. Reference:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transform.htm&type=5

NEW QUESTION: 15

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)

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.

Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

NEW QUESTION: 16

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)

Explanation

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. References: COALESCE

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NEW QUESTION: 17

Which two steps are required when configuring a Marketing Cloud activation?

- A. Set an Activation Schedule
- B. Select an Activation Target
- C. Add Additional Attributes
- D. Select Contact Points

Answer: B,D (LEAVE A REPLY)

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htm&

NEW QUESTION: 18

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: C,D (LEAVE A REPLY)

Explanation

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.

References:

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

NEW QUESTION: 19

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.

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: 20

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: 21

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

Answer: C (LEAVE A REPLY)

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single profile⁴. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

NEW QUESTION: 22

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Include campaign identifier into the activation name
- B. Hard-code the campaign identifier as a new attribute in the campaign activation
- C. Include campaign identifier into the filename specification
- D. Include campaign identifier into the segment name

Answer: C (LEAVE A REPLY)

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name. Reference:

[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: 23

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report|
- C. Segment
- D. Dashboard

Answer: (SHOW ANSWER)

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows

you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

NEW QUESTION: 24

What is allowed when editing a Calculated Insight?

- A. Removing existing measures
- B. Adding new measures
- C. Adding new dimensions
- D. Removing existing dimensions

Answer: (SHOW ANSWER)

Explanation

You can add new measures or dimensions to a Calculated Insight by selecting them from the available attributes list

NEW QUESTION: 25

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)

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?id=sf.c360_a_data_cloud_marketing_cloud_data_foundatio

NEW QUESTION: 26

An administrator is setting up a data stream with transactional data

a. What field type should the administrator choose to ensure that leading zeros in the purchase order number are preserved?

- A. Number
- B. Decimal
- C. Text
- D. Serial

Answer: C (LEAVE A REPLY)

The Text field type should be chosen to preserve leading zeros in the purchase order number, as this field type stores alphanumeric characters as strings. The Number and

Decimal field types store numeric values as numbers, which would remove any leading zeros. The Serial field type is not a valid field type in Data Cloud. Reference: [Field Types]

NEW QUESTION: 27

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)

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: 28

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

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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?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&typ

NEW QUESTION: 29

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)

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: 30

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- A. Create additional Rule Sets
- B. Leverage Reconciliation Rules
- C. Create additional Contact Points
- D. Leverage Match Rules

Answer: (SHOW ANSWER)

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value.

References: Identity Resolution Reconciliation Rules

NEW QUESTION: 31

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

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

Answer: D (LEAVE A REPLY)

Explanation

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org.

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

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https://www.actual4test.com/Salesforce-Data-Cloud_examcollection.html (171 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 32

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

Answer: B (LEAVE A REPLY)

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operators.htm&ty

NEW QUESTION: 33

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Mutable
- B. Inconsistent
- C. Immutable
- D. None of the above

Answer: (SHOW ANSWER)

The type of the Event Time Field while ingesting Engagement data should be Immutable. Immutable means that the field value cannot be changed once it is ingested. The Event Time Field is a mandatory field for Engagement data that represents the timestamp of when an event occurred. It is important to keep this field immutable to ensure the accuracy and consistency of the event data. Reference: Engagement Data Model

NEW QUESTION: 34

Which feature can integrate in real time with Salesforce CRM?

- A. Data Actions
- B. Identity Resolution
- C. CRM Starter Bundle

D. Data Model Triggers

Answer: A (LEAVE A REPLY)

This feature can integrate in real time with Salesforce CRM. Data Actions allow you to perform actions on Salesforce CRM records based on Data Cloud data, such as creating, updating, or deleting records.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_actions.htm&type=5

NEW QUESTION: 35

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: 36

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: A,C (LEAVE A REPLY)

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: 37

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Engagement
- B. Product
- C. Party

D. Sales Order

Answer: (SHOW ANSWER)

The sales order subject area defines the revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=5

NEW QUESTION: 38

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: C,D (LEAVE A REPLY)

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.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION: 39

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.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5

NEW QUESTION: 40

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)

Explanation

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.

References:https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5

NEW QUESTION: 41

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

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

Answer: B,C,E (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. References:

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

NEW QUESTION: 42

Which of these is present in Identity Resolution Summary?

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

Answer: (SHOW ANSWER)

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. Reference: Identity Resolution Summary

NEW QUESTION: 43

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report|
- C. Segment
- D. Dashboard

Answer: A,C (LEAVE A REPLY)

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

NEW QUESTION: 44

Which of the following cannot be used in Segmentation? (Choose 2)

- A. Numeric Measures
- B. Text Measures
- C. Aggregate Functions
- D. Date Time Measures

Answer: (SHOW ANSWER)

Explanation

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures 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: 45

What component of Calculated Insights can be included as attribute data in an activation?

- A. Metrics and Dimensions
- B. Dimensions

C. Metrics

D. Filters

Answer: B (LEAVE A REPLY)

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_calculated_insights.htm&typ

NEW QUESTION: 46

What is allowed when editing a Calculated Insight?

A. Removing existing measures

B. Adding new measures

C. Adding new dimensions

D. Removing existing dimensions

Answer: (SHOW ANSWER)

You can add new measures or dimensions to a Calculated Insight by selecting them from the available attributes list

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NEW QUESTION: 47

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

A. Activation Target

B. Data Stream

C. Segment

D. Activation

Answer: B,C (LEAVE A REPLY)

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: 48

Which of the following are characteristics of Formulas? (Choose 2)

- A. Simple logic on a row-based operation
- B. Ease of use, self-service
- C. Highly reusable content
- D. Attribute updated regularly

Answer: (SHOW ANSWER)

These are two characteristics of Formulas. Formulas are a feature that allows you to create custom fields in the data model using simple logic on a row-based operation. For example, you can use a formula to create a field that concatenates the first name and last name of an individual. Formulas are easy to use and self-service, meaning that you can create them without coding or complex queries. You can use formulas to enrich your data and create more meaningful segments and insights. Reference: Formulas

NEW QUESTION: 49

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. References: Create Custom Match Criteria

NEW QUESTION: 50

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

NEW QUESTION: 51

What does it mean to build a trust-based, first-party data asset?

- A. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud
- B. Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- C. Obtain competitive data from reliable sources through interviews, surveys, and polls
- D. Ensure opt-in consents are collected for all email marketing as required by law

Answer: B (LEAVE A REPLY)

Explanation

This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way.

References: <https://www.salesforce.com/products/genie/overview/>

NEW QUESTION: 52

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.

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

NEW QUESTION: 53

What is the maximum limit of the number of records for Full Refresh Extract Method?

- A. 10 million
- B. 40 million
- C. 50 million
- D. No hard limit

Answer: A (LEAVE A REPLY)

The maximum limit of the number of records for Full Refresh Extract Method is 10 million. Full Refresh Extract Method is an option for extracting data from Marketing Cloud to Data Cloud. It extracts all records from a data extension regardless of when they were created or modified. If the number of records exceeds 10 million, an error occurs and no records are extracted. Reference: Extract Methods

NEW QUESTION: 54

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)

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: 55

What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

- A. Complete the Salesforce Data Cloud "Get Started" process
- B. Connect to the Marketing Cloud Account Data Cloud is provisioned in
- C. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
- D. Connect to the Salesforce CRM org Data Cloud is provisioned in

Answer: D (LEAVE A REPLY)

This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model. Reference: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION: 56

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: (SHOW ANSWER)

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. References: COALESCE

NEW QUESTION: 57

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: 58

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- A. Create additional Rule Sets
- B. Leverage Reconciliation Rules
- C. Create additional Contact Points
- D. Leverage Match Rules

Answer: (SHOW ANSWER)

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value.

Reference: Identity Resolution Reconciliation Rules

NEW QUESTION: 59

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: ([SHOW ANSWER](#))

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. References:

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

NEW QUESTION: 60

Which type of measures with aggregate functions are supported?

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

Answer: ([SHOW ANSWER](#))

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. Reference: Measures and Dimensions

NEW QUESTION: 61

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](#))

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

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NEW QUESTION: 62

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

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

Answer: A (LEAVE A REPLY)

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.

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

NEW QUESTION: 63

Which feature can integrate in real time with Salesforce CRM?

- A. Data Actions
- B. Identity Resolution
- C. CRM Starter Bundle
- D. Data Model Triggers

Answer: A (LEAVE A REPLY)

This feature can integrate in real time with Salesforce CRM. Data Actions allow you to perform actions on Salesforce CRM records based on Data Cloud data, such as creating, updating, or deleting records. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_actions.htm&type=5

NEW QUESTION: 64

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: B (LEAVE A REPLY)

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: 65

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: 66

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)

These two features are impacted by the timezone setting in the org DataCloud 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)

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

NEW QUESTION: 67

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 any custom match rules
- C. Ignores empty fields when running reconciliation rules
- D. Ignores empty fields when running the standard match rules

Answer: (SHOW ANSWER)

The Ignore Empty Value option is a setting for reconciliation rules, which determine the logic for data selection in a unified profile⁷. If this option is enabled, empty fields are ignored when applying the reconciliation rule. For example, if the rule is to select the most frequent value, and one of the values is empty, it will not be counted as a frequency.

NEW QUESTION: 68

What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

- A. Complete the Salesforce Data Cloud "Get Started" process
- B. Connect to the Marketing Cloud Account Data Cloud is provisioned in
- C. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
- D. Connect to the Salesforce CRM org Data Cloud is provisioned in

Answer: D (LEAVE A REPLY)

This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model.

References: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION: 69

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

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

Answer: D (LEAVE A REPLY)

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org. References:

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

NEW QUESTION: 70

Which type of measures with aggregate functions are supported?

- A. Date

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

Answer: (SHOW ANSWER)

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: 71

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)

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: 72

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.

References: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]

NEW QUESTION: 73

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

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

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

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?id=sf.c360_a_segmentation_actions.htm&type=5

NEW QUESTION: 74

A segment fails to refresh with the error "Segment references too many Data Lake Objects (DLOs)". What are two remedies for this issue?

- A. Space out the segment schedules to reduce Data Lake Object load
- B. Refine segmentation criteria to limit up to 5 custom DMOs
- C. Split the segment into smaller segments
- D. Use Calculated Insights in order to reduce the complexity of the segmentation query

Answer: A,C (LEAVE A REPLY)

Explanation

These two remedies can help resolve the error "Segment references too many Data Lake Objects (DLOs)".

Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment.

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

NEW QUESTION: 75

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value (LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Flow orchestration
- C. Streaming data transformations
- D. Metrics on metrics

Answer: C (LEAVE A REPLY)

Explanation

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transform.htm&

NEW QUESTION: 76

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: (SHOW ANSWER)

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

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NEW QUESTION: 77

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)

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: 78

Which three components of Data Cloud can be bundled within a Data Kit?

- A. Data Models
- B. Calculated Insights
- C. Segments
- D. Data Streams
- E. Identity Resolution Rulesets

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

Explanation

These three components of Data Cloud can be bundled within a Data Kit. A Data Kit is a package that contains data model objects, segments, and data streams that can be installed in another Data Cloud org.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_kit.htm&type=5

NEW QUESTION: 79

What is the maximum limit of the number of records for Full Refresh Extract Method?

- A. 10 million
- B. 40 million
- C. 50 million
- D. No hard limit

Answer: A (LEAVE A REPLY)

The maximum limit of the number of records for Full Refresh Extract Method is 10 million. Full Refresh Extract Method is an option for extracting data from Marketing Cloud to Data Cloud. It extracts all records from a data extension regardless of when they were created or modified. If the number of records exceeds 10 million, an error occurs and no records are extracted. References: Extract Methods

NEW QUESTION: 80

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- A. Create additional Rule Sets
- B. Leverage Reconciliation Rules
- C. Create additional Contact Points
- D. Leverage Match Rules

Answer: B (LEAVE A REPLY)

Explanation

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value.

References: Identity Resolution Reconciliation Rules

NEW QUESTION: 81

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: (SHOW ANSWER)

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: 82

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight
- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

Answer: A (LEAVE A REPLY)

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions. References:

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

NEW QUESTION: 83

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

- A. Data Lake Objects
- B. Streaming Insights
- C. Calculated Insights

D. Related Attributes

E. Direct Attributes

Answer: B,C,E (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: 84

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature can help with this use case?

A. Transformation Formulas

B. Data Harmonization

C. Value Suggestion

D. Global Picklists

Answer: (SHOW ANSWER)

Value suggestion is a feature of Data Cloud that allows you to identify and select text attributes from a picklist of options. You can use value suggestion to standardize values across different data sources and improve data quality. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5)

[id=sf.c360_a_data_cloud_value_suggestion.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5)

NEW QUESTION: 85

What happens if no file name is specified in AWS S3 data stream during ingestion?

A. The system does not fetch any file and the data stream shows an error.

B. The system chooses the first file found in the S3 bucket

C. The ingestion setup can't be completed without specifying the filename.

D. The ingestion setup is completed but the data stream shows 0 records

Answer: (SHOW ANSWER)

Explanation

If no file name is specified in AWS S3 data stream during ingestion, the system does not fetch any file and the data stream shows an error. AWS S3 data stream is a feature that allows you to stream data from Amazon Web Services Simple Storage Service (AWS S3) to Data Cloud in near real time. You need to specify the file name or prefix of the files that you want to ingest from your S3 bucket. If you leave this field blank, the system cannot find any matching files and returns an error message. References: AWS S3 Data Stream

NEW QUESTION: 86

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: C (LEAVE A REPLY)

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: 87

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.

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

NEW QUESTION: 88

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature can help with this use case?

- A. Transformation Formulas
- B. Data Harmonization
- C. Value Suggestion
- D. Global Picklists

Answer: C (LEAVE A REPLY)

Value suggestion is a feature of Data Cloud that allows you to identify and select text attributes from a picklist of options. You can use value suggestion to standardize values across different data sources and improve data quality. Reference:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5

NEW QUESTION: 89

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.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5

NEW QUESTION: 90

Which feature can integrate in real time with Salesforce CRM?

- A. Data Actions
- B. Identity Resolution
- C. CRM Starter Bundle
- D. Data Model Triggers

Answer: (SHOW ANSWER)

This feature can integrate in real time with Salesforce CRM. Data Actions allow you to perform actions on Salesforce CRM records based on Data Cloud data, such as creating, updating, or deleting records. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_actions.htm&type=5

NEW QUESTION: 91

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

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

Answer: (SHOW ANSWER)

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org. Reference:

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

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NEW QUESTION: 92

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: (SHOW ANSWER)

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. References:

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: 93

When performing Segmentation or Activation, which timezone is used to publish and refresh data?

- A. Timezone of the Data Cloud Admin user
- B. Timezone is explicitly specified when creating a segment or activation
- C. Timezone set by the Salesforce Data Cloud org
- D. Timezone of the user defining the activity

Answer: C (LEAVE A REPLY)

According to the Salesforce Data Cloud documentation¹, the timezone used for Segmentation and Activation is the one set by the Salesforce Data Cloud org, not by the individual user or admin. This ensures consistency and accuracy across different users and regions.

NEW QUESTION: 94

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

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

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

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?id=sf.c360_a_segmentation_actions.htm&type=5

NEW QUESTION: 95

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: (SHOW ANSWER)

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

NEW QUESTION: 96

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)

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: 97

Which of these is present in Identity Resolution Summary?

- A. Unified Individuals

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

Answer: (SHOW ANSWER)

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: 98

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: B (LEAVE A REPLY)

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. Reference: Create a Data Source Object

NEW QUESTION: 99

What are the two minimum requirements needed when using the Visual Insights Builder to create a Calculated Insight?

- A. WHERE clause is required
- B. At least two objects to join
- C. At least one dimension
- D. At least one measure

Answer: (SHOW ANSWER)

These two requirements are needed when using the Visual Insights Builder to create a Calculated Insight. A dimension is an attribute that can be used to group or filter data, such as product category or customer segment. A measure is an attribute that can be used to perform calculations, such as revenue or quantity. Reference:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights_create.htm&type=5)

[id=sf.c360_a_calculated_insights_create.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights_create.htm&type=5)

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