

Salesforce.Salesforce-Data-Cloud.v2025-06-17.q41

Exam Code:	Salesforce-Data-Cloud
Exam Name:	Salesforce Data Cloud Accredited Professional Exam
Certification Provider:	Salesforce
Free Question Number:	41
Version:	v2025-06-17
# of views:	113
# of Questions views:	410
https://www.freepdfdumps.com/Salesforce.Salesforce-Data-Cloud.v2025-06-17.q41.html	

NEW QUESTION: 1

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.

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

NEW QUESTION: 2

An administrator is setting up a data stream with transactional data. 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.

References: [Field Types]

NEW QUESTION: 3

Which data model object category can a Data Cloud user create segments on?

- A. Profile
- B. Unified Individual only
- C. Engagement
- D. Other

Answer: B (LEAVE A REPLY)

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

NEW QUESTION: 4

How many Metrics can be present in 1 segment container?

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

Answer: A (LEAVE A REPLY)

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: 5

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: 6

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: B,C (LEAVE A REPLY)

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

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

NEW QUESTION: 7

What is the correct formula to display the value of the raw data column of 'RetailPrice' plus an additional 5 percent?

- A.** sourceField["RetailPrice"]*1.05
- B.** SELECT(["RetailPrice"]*1.05)
- C.** sourceField["retailprice"]*1.05
- D.** SELECT(["retailprice"]*1.05)

Answer: C (LEAVE A REPLY)

This is the correct formula to display the value of the raw data column of "RetailPrice" plus an additional 5 percent. The formula uses the sourceField function to access the raw data column, and then multiplies it by

1.05 to add 5 percent. The formula is case-sensitive, so the column name must match exactly with the raw data column name. References: [Formula Editor], [sourceField Function]

NEW QUESTION: 8

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](#))

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: 9

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. References:

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

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

NEW QUESTION: 10

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: (SHOW ANSWER)

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: 11

When setting up the data source object or schema for data ingestion, what are the three data categories to select from?

- A. Engagement Data
- B. Event Data
- C. Other Data
- D. Order Data
- E. Profile Data

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

These are the three data categories to select from when setting up the data source object or schema for data ingestion. Engagement data includes information about how customers interact with a brand or product, such as clicks, views, likes, etc. Order data includes information about transactions or purchases made by customers, such as order ID, amount, date, etc. Profile data includes information about customers' attributes or preferences, such as name, email, gender, etc. References: [Data Categories]

NEW QUESTION: 12

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: (SHOW ANSWER)

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: 13

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: B,D (LEAVE A REPLY)

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: 14

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: (SHOW ANSWER)

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: 15

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: C (LEAVE A REPLY)

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: 16

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

Answer: C,D (LEAVE A REPLY)

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https://www.actual4test.com/Salesforce-Data-Cloud_examcollection.html (94 Q&As

Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 17

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

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

NEW QUESTION: 18

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- 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)

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?id=sf.c360_a_data_cloud_consent_api.htm&type=5https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_from_file.htm&type=5

NEW QUESTION: 19

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: 20

To which Data Model entity should the Email field from a CRM Contact object be mapped?

- A. Lead
- B. Account Contact
- C. Individual
- D. Contact Point Email

Answer: (SHOW ANSWER)

The Email field from a CRM Contact object 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. References: [Contact Point Email Entity]

NEW QUESTION: 21

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 DataCloud 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: 22

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

- 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: 23

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: A (LEAVE A REPLY)

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: 24

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: 25

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

NEW QUESTION: 26

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&type=5

NEW QUESTION: 27

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: D (LEAVE A REPLY)

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: 28

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: A,B,D (LEAVE A REPLY)

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: 29

Cumulus Financial wants to be able to track the daily transaction volume for each of its customers in real time and send out a notification as soon it detects volume outside a customer's normal range. How should an administrator accommodate this request?

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

Answer: (SHOW ANSWER)

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email, updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

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: A,D (LEAVE A REPLY)

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.

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

NEW QUESTION: 31

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: C (LEAVE A REPLY)

The Ignore Empty Value option is a setting for reconciliation rules, which determine the logic for data selection in a unified profile. 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.

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NEW QUESTION: 32

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

NEW QUESTION: 33

Which authentication type is supported for a Cloud File Storage activation target?

- A. Using private key certificate
- B. Using access and secret keys
- C. Using encrypted username and password
- D. Using JWT token

Answer: B (LEAVE A REPLY)

To create a Cloud File Storage activation target, you need to provide access and secret keys for authentication⁵. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

NEW QUESTION: 34

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>.

NEW QUESTION: 35

Which three Data Model objects do Reconciliation Rules operate across?

- A. Individual
- B. Party Identification
- C. Contact Point Email
- D. Contact
- E. Lead

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

These are the three Data Model objects that Reconciliation Rules operate across.

Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address.

References: Identity Resolution Reconciliation Rules

NEW QUESTION: 36

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: (SHOW ANSWER)

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 field. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

NEW QUESTION: 37

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?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5

NEW QUESTION: 38

What are three benefits of Calculated Insights over Segmentation Operators?

- A. Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage
- B. Calculated Insights results can be refreshed near real time
- C. Calculated Insights are better suited for single row based operation
- D. Calculated Insights can query engagement data greater than 2 years
- E. Calculated Insights are better suited for complex queries over multiple objects

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

Calculated Insights are predefined and calculated metrics that can help you build segments. Some of the benefits of Calculated Insights over Segmentation Operators are:

- * Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage, which would require multiple steps and operators in segmentation.
- * Calculated Insights can query engagement data greater than 2 years, while segmentation operators are limited to 2 years of engagement data.
- * Calculated Insights are better suited for complex queries over multiple objects, such as joining data from different sources or aggregating data across different levels.

NEW QUESTION: 39

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: 40

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: A,B (LEAVE A REPLY)

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: 41

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

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