

Salesforce.Data Cloud.vJuly-2023.by.Miean.35q

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Exam Code: Data Cloud

Exam A

QUESTION 1

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

Correct Answer: D

Section:

Explanation:

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.

Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=5

QUESTION 2

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

Correct Answer: C

Section:

Explanation:

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

QUESTION 3

What can be customized in the Data Cloud canonical model?

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

Correct Answer: B

Section:

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.

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

QUESTION 4

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

Correct Answer: A

Section:**Explanation:**

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

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

QUESTION 5

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

Correct Answer: A

Section:**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.

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

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

Correct Answer: B, C

Section:**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.

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

QUESTION 7

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

Correct Answer: C

Section:**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.

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

QUESTION 8

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

Correct Answer: B, C

Section:

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.

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

QUESTION 9

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

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

Correct Answer: C, D

Section:

Explanation:

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

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

QUESTION 10

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

Correct Answer: D

Section:

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.

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

QUESTION 11

How does Data Cloud handle an individual's right to be forgotten?

- A. Deletes the specified Individual and records from any DMO/DLO related to the Individual.
- B. Deletes the specified Individual and records from any DSO mapped to the Individual DMO.
- C. Deletes the records from all DSOs and any downstream DMOs are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

Correct Answer: B

Section:

Explanation:

This is how Data Cloud handles an individual's right to be forgotten. It deletes the individual record from the Individual data model object (DMO) and any related records from the data stream objects (DSOs) that are mapped to it.

Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_individual.htm&type=5

QUESTION 12

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

Correct Answer: B, D

Section:

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.

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

QUESTION 13

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

Correct Answer: C, D

Section:

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.

Reference: 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

QUESTION 14

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

Correct Answer: A, C

Section:

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.

Reference: <https://help.salesforce.com/s/articleView?>

QUESTION 15

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

Correct Answer: B

Section:

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.

Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operators.htm&type=5

QUESTION 16

What is a unique requirement of a Streaming Insight query?

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

Correct Answer: C

Section:

Explanation:

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

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

Correct Answer: B, C, E

Section:

Explanation:

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

QUESTION 18

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

Correct Answer: C

Section:

Explanation:

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

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

QUESTION 19

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 |

www.VCEplus.io

- C. Segment
- D. Dashboard

Correct Answer: A, C

Section:

Explanation:

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

QUESTION 20

Which feature can integrate in real time with Salesforce CRM?

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

Correct Answer: A

Section:

Explanation:

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

QUESTION 21

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

Correct Answer: C

Section:

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.

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

QUESTION 22

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

Correct Answer: A

Section:

Explanation:

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.

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

QUESTION 23

What is allowed when editing a Calculated Insight?

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

Correct Answer: B

Section:

Explanation:

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

QUESTION 24

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

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

Correct Answer: B, C, D

Section:

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.

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

QUESTION 25

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

Correct Answer: C, D

Section:

Explanation:

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?id=sf.c360_a_calculated_insights_create.htm&type=5

QUESTION 26

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

Correct Answer: B

Section:

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.

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

QUESTION 27

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

Correct Answer: B, D

Section:**Explanation:**

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

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

QUESTION 28

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

Correct Answer: B, C

Section:**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.

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

QUESTION 29

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

Correct Answer: B

Section:**Explanation:**

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

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

QUESTION 30

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

Correct Answer: A, B

Section:

Explanation:

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.

Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htm&type=5

QUESTION 31

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

Correct Answer: D

Section:

Explanation:

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs.

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

QUESTION 32

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

Correct Answer: A, D

Section:

Explanation:

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

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

QUESTION 33

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

Correct Answer: A, B, D

Section:

Explanation:

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

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

QUESTION 34

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

Correct Answer: D

Section:

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.

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

QUESTION 35

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

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

Correct Answer: B

Section:

Explanation:

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation. Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud.

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