



- Expert Verified, Online, **Free**.

What is the result of a segmentation criteria filtering on City | Is Equal To | 'San José'?

- A. Cities containing 'San Jose', 'San José', 'san josé, or 'san jose'
- B. Cities only containing 'San José or 'san josé'
- C. Cities only containing 'San José' or 'San Jose'
- D. Cities only containing 'San Jose' or 'san jose'

Correct Answer: B

Community vote distribution

A (100%)

🗳️ **HuntYo** 4 days, 22 hours ago

Salesforce Help article: https://help.salesforce.com/s/articleView?id=sf.c360_a_segment_canvas_interface.htm&type=5
Value Field

The value against which the attribute value is compared to determines whether it satisfies the condition. Queries honor exact matching on special characters and accents and aren't case-sensitive. For example, querying on City | Is Equal To | Canon City doesn't find the city Cañon City. A query on City | Is Equal To | Canon City finds canon city. Also, queries honor exact matching on types. For example, if the field type is a string for "Purchase Order Number", querying on Purchase order number | Is Equal To | 0852 finds a Purchase Order Number that's equal to 0852. It doesn't find the purchase order number 852, which has no leading zero, or "0852" with quotation marks.

upvoted 1 times

🗳️ **9bdf61** 3 weeks, 3 days ago

Selected Answer: B

It is B. Values are case-insensitive but matches only with "é" with an accent.

upvoted 3 times

🗳️ **weliwo1320** 1 month, 1 week ago

Selected Answer: A

Cities containing 'San Jose', 'San José', 'san josé, or 'san jose'

upvoted 1 times

🗳️ **voxejew843** 1 month, 1 week ago

A. Cities containing 'San Jose', 'San José', 'san josé, or 'san jose'

upvoted 1 times

🗳️ **c5b95bf** 1 month, 1 week ago

Selected Answer: A

A is the correct answer

upvoted 1 times

🗳️ **Aisha_Khalid** 1 month, 2 weeks ago

Selected Answer: A

I believe the answer is A

Here's why:

This trailhead module on Creating Segments has a Values section that says "Values are pretty straightforward. They are the thing you want your filter to find. And there's good news! Values are not case sensitive."

upvoted 1 times

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

Which two areas should a consultant review to troubleshoot this issue? (Choose two.)

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

Correct Answer: AC

Community vote distribution

CD (50%)

BC (50%)

🗳️ 👤 **9bdfd61** 3 weeks, 2 days ago

Selected Answer: CD

CD if you check the sequence properly.

upvoted 1 times

🗳️ 👤 **JagsAgs26** 1 month, 1 week ago

CD is correct

upvoted 1 times

🗳️ 👤 **c5b95bf** 1 month, 1 week ago

Selected Answer: CD

CD is right

upvoted 1 times

🗳️ 👤 **Aisha_Khalid** 1 month, 2 weeks ago

Selected Answer: CD

i believe it's C&D

upvoted 1 times

🗳️ 👤 **chakri04** 1 month, 3 weeks ago

Answer C,D

C. Review segments to ensure they're refreshed after the data is ingested.

Segments must be refreshed after the latest data is ingested to ensure they include the most up-to-date information before activation. If segments are not refreshing after data ingestion, outdated data may be used during activation.

D. Review calculated insights to make sure they're run before segments are refreshed.

Calculated insights need to be run before segment refreshes because they provide additional data insights that are used by the segments. If calculated insights run after the segments, the segments won't include the updated insights in the activation.

upvoted 1 times

🗳️ 👤 **ivo100** 2 months, 4 weeks ago

Selected Answer: CD

The correct answer is C and D because calculated insights and segments are both dependent on the data ingestion process.

Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option B) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them.

upvoted 1 times

🗳️ 👤 **7a34b0e** 4 months, 2 weeks ago

Selected Answer: BC

B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes.

upvoted 2 times

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users. What should the consultant do to accomplish this?

- A. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
- B. Use formula fields based on the Account Country field to filter incoming records.
- C. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
- D. Use the data spaces feature and apply filtering on the Account data lake object based on Country.

Correct Answer: D

Community vote distribution

D (100%)

7a34b0e Highly Voted 4 months, 2 weeks ago

Selected Answer: D

Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country.

upvoted 5 times

chakri04 Most Recent 1 month, 3 weeks ago

D. Use the data spaces feature and apply filtering on the Account data lake object based on Country.

The data spaces feature in Salesforce Data Cloud is designed to logically partition data, enabling you to segment data (such as Account records) based on criteria like Country. This approach allows users to access only the relevant subset of data, ensuring proper segregation while maintaining data integrity within the Data Cloud.

upvoted 1 times

Dimi_Mous 2 months ago

D is the correct answer

upvoted 1 times

silentval 2 months, 1 week ago

Selected Answer: D



Use Data Spaces to have a Single Data Cloud for multiple brands, regions or departments

upvoted 1 times

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why. What are two likely explanations for the increase? (Choose two.)

- A. Duplicates have been removed from source system data streams.
- B. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.
- C. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
- D. Identity resolution rules have been removed to reduce the number of matched profiles.

Correct Answer: BC

  **c5b95bf** 1 month, 1 week ago

Selected Answer: BC

BC is right

upvoted 1 times

What is Data Cloud's primary value to customers?

- A. To provide a unified view of a customer and their related data
- B. To create personalized campaigns by listening, understanding, and acting on customer behavior
- C. To connect all systems with a golden record
- D. To create a single source of truth for all anonymous data

Correct Answer: A

Currently there are no comments in this discussion, be the first to comment!

Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.

What should the consultant do to address this issue?

- A. Modify the existing ruleset to use fewer matching rules, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
- B. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- C. Create and run a new ruleset with fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- D. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

Data Cloud receives a nightly file of all ecommerce transactions from the previous day. Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages. What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- A. Ensure the activations are set to Incremental Activation and automatically publish every hour.
- B. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.
- C. Set a refresh schedule for the calculated insights to occur every hour.
- D. Ensure the segments are set to Rapid Publish and set to refresh every hour.

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing.

What should a consultant recommend in this scenario?

- A. Use batch transforms to create a second data lake object.
- B. Create a junction object in Salesforce CRM and modify the ingestion strategy.
- C. Clone the data source object.
- D. Create a data kit from the data lake object and deploy it to the same Data Cloud org.

Correct Answer: A

Community vote distribution

A (100%)

🗨️ **c5b95bf** 1 month, 1 week ago

Selected Answer: A

A it is

upvoted 1 times

🗨️ **chakri04** 1 month, 3 weeks ago

A. Use batch transforms to create a second data lake object.

Batch transforms in Salesforce Data Cloud allow for manipulating and restructuring data after it has been ingested. You can use batch transforms to split the point balances (hotel points and airline points) into two separate records, each associated with the same customer. This method is efficient for processing the data within the Data Cloud while keeping the ingestion strategy simple.

upvoted 1 times

🗨️ **Dimi_Mous** 2 months ago

A is correct here

upvoted 1 times

🗨️ **sfarchex137** 2 months, 1 week ago

Selected Answer: A

A is the right answer, changing source data models is not in the scope of a data cloud harmonization

upvoted 1 times

🗨️ **fantouch** 2 months, 1 week ago

Selected Answer: A

A is the correct answer

upvoted 1 times

🗨️ **ivo100** 2 months, 4 weeks ago

Answer is A.

"Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly."

upvoted 2 times

🗨️ **smarty7575** 4 months ago

Selected Answer: A

A is correct

upvoted 4 times

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Today
- B. Is Birthday
- C. Is Between
- D. Is Anniversary Of

Correct Answer: *D*

Currently there are no comments in this discussion, be the first to comment!

A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.
What is the minimum permission set needed to accommodate this use case?

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

Correct Answer: D

Community vote distribution

C (100%)

🗳️ 👤 **c5b95bf** 1 month, 1 week ago

Selected Answer: C

C it is

upvoted 1 times

🗳️ 👤 **chakri04** 1 month, 3 weeks ago

Answer is C

upvoted 1 times

🗳️ 👤 **sfarchex137** 2 months, 1 week ago

Selected Answer: C

key here is that they want the user to validate the mapping. Data Cloud User doesn't have access to it

upvoted 1 times

🗳️ 👤 **NastyHard** 2 months, 3 weeks ago

Selected Answer: C

A "Data Cloud User" cannot changes anything. Only can check the data.

upvoted 1 times

🗳️ 👤 **adwe** 3 months, 3 weeks ago

Correct answer should be C

This permission set is specifically designed for users who need to interact with data in a more detailed manner than a general user. It includes the capabilities to review, validate, and modify data, matching the described needs without the broader administrative permissions.

upvoted 2 times

🗳️ 👤 **adwe** 3 months, 3 weeks ago

Data Cloud User (Option D) can NOT be correct:


This permission set typically provides basic access to Data Cloud features. It might allow reviewing data but often does not include permissions to make changes or validate the data modeling, which is required in this case.

upvoted 2 times

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.
Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

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

Correct Answer: D

 **JohnDoe0071** 1 month, 2 weeks ago

D. Use an S3 Access Key and Secret Key.

Access keys ensure granular (specifically what's required) access policies in AWS. e.g., PUT, DELETE only limited to certain S3 folder etc.

upvoted 1 times

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources. Which two functional areas should the consultant highlight in relation to managing customer data? (Choose two.)

- A. Unified Profiles
- B. Data Harmonization
- C. Master Data Management
- D. Data Marketplace

Correct Answer: AB

Currently there are no comments in this discussion, be the first to comment!

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

- A. To ensure opt-in consents are collected for all email marketing as required by law
- B. To provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- C. To obtain competitive data from reliable sources through interviews, surveys, and polls
- D. To provide trusted, first-party data in the Data Cloud Marketplace that follows all compliance regulations


Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud. What are two of the available datasets in Marketing Cloud Starter Data Bundles? (Choose two.)

- A. MobilePush
- B. Personalization
- C. MobileConnect
- D. Loyalty Management

Correct Answer: AC

 **JohnDoe0071** 1 month, 2 weeks ago

A & C.

Marketing Cloud Engagement offers starter data bundles for Email Studio, MobileConnect, MobilePush, and WhatsApp. Data Cloud doesn't support formula fields for Marketing Cloud Engagement data streams.

upvoted 1 times

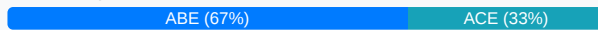
Northern Trail Outfitters unifies individuals in its Data Cloud instance.

Which three features can the consultant use to validate the data on a unified profile? (Choose three.)

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

Correct Answer: BCE

Community vote distribution



🗨️ **c5b95bf** 1 month, 1 week ago

Selected Answer: ABE

ABE is it

upvoted 1 times

🗨️ **JohnDoe0071** 1 month, 2 weeks ago

ABE.

Query API is another tool (like Data Explorer) which gives access to data/records via REST APIs.

upvoted 1 times

🗨️ **AN_99** 1 month, 2 weeks ago

ABE sounds correct

upvoted 2 times

🗨️ **sfarchex137** 2 months, 1 week ago

Selected Answer: ACE

data explorer doesn't show data for Profiles?

upvoted 2 times

🗨️ **Dimi_Mous** 2 months, 1 week ago

I would go with BCE here. I lean towards Identity Resolution, after finding this online: This feature can be used to confirm the accuracy of the data on a unified profile by ensuring that all relevant data points are correctly linked to the correct individual.

upvoted 1 times

🗨️ **RMEZZA** 3 months, 1 week ago

Selected Answer: ABE

I think Identity Resolution is not right...

upvoted 2 times

🗨️ **ivo100** 2 months, 4 weeks ago


I think you are right!

upvoted 1 times

A consultant is integrating an Amazon S3 activated campaign with the customer's destination system. In order for the destination system to find the metadata about the segment, which file on the S3 will contain this information for processing?

- A. The .json file
- B. The .txt file
- C. The .zip file
- D. The .csv file

Correct Answer: A

 **JohnDoe0071** 1 month, 2 weeks ago


segment.json is also created in a folder inside the S3 bucket when the segment data file is received on S3.

upvoted 1 times

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years. Which Data Cloud component allows for this?

- A. Calculated insights
- B. Segment membership data model object
- C. Segment exclusion
- D. Nested segments

Correct Answer: B

 **JohnDoe0071** 1 month, 2 weeks ago

B.

upvoted 2 times

Which information is provided in a .csv file when activating to Amazon S3?

- A. The activated data payload
- B. An audit log showing the user who activated the segment and when it was activated
- C. The manifest of origin sources within Data Cloud
- D. The metadata regarding the segment definition

Correct Answer: A

Currently there are no comments in this discussion, be the first to comment!

Which two common use cases can be addressed with Data Cloud? (Choose two.)

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


Correct Answer: *BC*

Currently there are no comments in this discussion, be the first to comment!

Northern Trail Outfitters (NTO) creates a calculated insight to compute recency, frequency, monetary (RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target. Which two actions are required when configuring the activation? (Choose two.)

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

Correct Answer: AC

  **c5b95bf** 1 month, 1 week ago

Selected Answer: AB

AB is the right answer

upvoted 1 times

During an implementation project, a consultant completed ingestion of all data streams for their customer. Prior to segmenting and acting on that data, which additional configuration is required?

- A. Data Mapping
- B. Identity Resolution
- C. Data Activation
- D. Calculated Insights

Correct Answer: B

🗨️ 👤 **b04d597** 2 weeks ago

I also think it should be data mapping and you've got DLOs

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_mapping.htm&type=5

upvoted 1 times

🗨️ 👤 **c5b95bf** 1 month, 1 week ago

Selected Answer: A

I believe it is A as ingestion is just bring data into data cloud. You still have to map into DMOs and then do the IR and rest of operations.

upvoted 1 times

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

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

Correct Answer: A

Currently there are no comments in this discussion, be the first to comment!

The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.

Which statement addresses the cause of this issue?

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

Correct Answer: C

  **Blablabla39** 1 week, 3 days ago

A.

When a new custom field is added in Salesforce CRM after the initial data stream setup, using the Salesforce Data Loader to perform a bulk upload can ensure the new fields is included in Data Cloud.

upvoted 1 times

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream by adding custom fields for Work and Home Phone.
- B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.
- C. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the Contact Point Phone data map object.
- D. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.

Correct Answer: B

Community vote distribution

A (100%)

🗨️ **c5b95bf** 1 month, 1 week ago

Selected Answer: B

B is correct

upvoted 2 times

🗨️ **JohnDoe0071** 1 month, 2 weeks ago

B.

upvoted 1 times

🗨️ **Vailas** 1 month, 2 weeks ago

Selected Answer: A

Why B? There is no special transformation requested so the phones should be simply mapped to Contact Point Phone. I vote A

upvoted 2 times

🗨️ **Blablabla39** 1 week, 3 days ago

The correct answer is B because using streaming transforms to normalize the phone numbers into a separate Phone Data Lake Object is the most efficient and scalable approach. This approach allows each phone type to be treated as separate entries in a standardized structure, making it easier to manage, query, and activate for use in Data Cloud. After transforming the data into a normalized format, it can then be mapped to the Contact Point Phone data map object, which is specifically designed to handle multiple contact points.

upvoted 2 times

🗨️ **Dimi_Mous** 2 months, 1 week ago

Scratch that, it is B!

upvoted 1 times

🗨️ **Dimi_Mous** 2 months, 1 week ago

I think that it is A here

upvoted 2 times

Cloud Kicks wants to be able to build a segment of customers who have visited its website within the previous 7 days. Which filter operator on the EngagementDate field fits this use case?

- A. Last Number of Days
- B. Is Between
- C. Greater than Last Number of Days
- D. Next Number of Days

Correct Answer: A

Currently there are no comments in this discussion, be the first to comment!

Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream? (Choose two.)

- A. Ensure the filename contains a wildcard to accommodate the timestamp.
- B. Ensure that deletion of old files is enabled.
- C. Ensure the refresh mode is set to "Full Refresh".
- D. Ensure the refresh mode is set to "Upsert".

Correct Answer: AD

Currently there are no comments in this discussion, be the first to comment!

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via an SFTP site.

How should the file be brought into Data Cloud?

- A. Manually import the file using the Data Import Wizard.
- B. Ingest the file through the Cloud Storage Connector.
- C. Ingest the file with the SFTP Connector.
- D. Use Salesforce's Dataloader application to perform a bulk upload from a desktop.

Correct Answer: C

Currently there are no comments in this discussion, be the first to comment!

What does the Source Sequence reconciliation rule do in identity resolution?

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

Correct Answer: C

Community vote distribution

C (100%)

🗨️ **Dimi_Mous** 2 months ago

C is correct here
upvoted 1 times

🗨️ **smarty7575** 4 months ago

Selected Answer: C

C is correct
upvoted 4 times

Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.

What should a consultant do to accommodate this request?

- A. Use streaming data transform combined with a data action.
- B. Use streaming data transform with a flow.
- C. Use a streaming insight paired with a data action.
- D. Use a calculated insight paired with a flow.

Correct Answer: C

Community vote distribution

C (100%)

🗉 👤 **sfarchex137** 2 months, 1 week ago

Selected Answer: C

streaming insight is used for real time / high velocity data

upvoted 2 times

🗉 👤 **Dimi_Mous** 2 months, 1 week ago

Yes, same here

upvoted 1 times

🗉 👤 **RMEZZA** 3 months, 1 week ago

Selected Answer: C

I believe C is correct

upvoted 3 times

A customer wants to create segments of users based on their Customer Lifetime Value. However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).

Which sequence of steps should the consultant follow to achieve this requirement?

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

Correct Answer: C

Currently there are no comments in this discussion, be the first to comment!

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.

How should the Data Cloud consultant configure this activation?

- A. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
- B. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- C. Include Fund Name and Fund Type by default for post processing in the target system.
- D. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based on the new segment with no additional attributes.

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- A. Harmonization
- B. Identity Resolution
- C. Data Cleansing
- D. Data Consolidation

Correct Answer: *B*

Currently there are no comments in this discussion, be the first to comment!

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

- A. Fuzzy First Name, Exact Last Name, and Email
- B. Party Identification on Patient ID
- C. Exact Last Name and Email
- D. Email Address and Phone

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

A customer has a requirement to be able to view the last time each segment was published within their Data Cloud org. Which two features should the consultant recommend to best address this requirement? (Choose two.)

- A. Report
- B. Dashboard
- C. Profile Explorer
- D. Calculated insights

Correct Answer: AB

Currently there are no comments in this discussion, be the first to comment!

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



- A. Engagement
- B. Sales Order
- C. Product
- D. Party

Correct Answer: B

Community vote distribution

B (100%)



  **c5b95bf** 1 month, 1 week ago

Selected Answer: A

A is the correct answer

upvoted 1 times

  **smarty7575** 4 months ago

Selected Answer: B

B is correct

upvoted 2 times

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK or Mobile SDK?

- A. Formula fields
- B. Streaming insight
- C. Calculated insight
- D. Batch transform

Correct Answer: B

Community vote distribution

B (80%)

C (20%)

🗨️ **sfarchex137** 2 months, 1 week ago

Selected Answer: B

calculated streaming generally rolls up at minimum for 1 hour
upvoted 1 times

🗨️ **doni10** 2 months, 3 weeks ago

Selected Answer: C

it looks both are possible,if you calculate the historical of the last 0,0104166667 days it look like it is supported) you should use calculated insight. otherwise you can calculate in real time the events within a 15 minutes window in real time but it was no specified that it was in real time. the most performant method is the first one, the second one is more expensive in terms of resources
upvoted 1 times

🗨️ **smarty7575** 3 months, 3 weeks ago

Selected Answer: B

The correct answer is B, you need a nearly real-time method
upvoted 3 times

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud? (Choose two.)

- A. To eliminate the need for separate business intelligence and IT data management tools
- B. To use harmonized data to more accurately understand the customer and business impact
- C. To ingest and unify data from various sources to reconcile customer identity
- D. To create and orchestrate cross-channel marketing messages

Correct Answer: BC

Currently there are no comments in this discussion, be the first to comment!

A consultant is working in a customer's Data Cloud org and is asked to delete the existing identity resolution ruleset. Which two impacts should the consultant communicate as a result of this action? (Choose two.)

- A. All individual data will be removed.
- B. All source profile data will be removed.
- C. Unified customer data associated with this ruleset will be removed.
- D. Dependencies on data model objects will be removed.

Correct Answer: *CD*

Currently there are no comments in this discussion, be the first to comment!

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud.
Which engagement channel data will require custom integration?

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

Correct Answer: B

Community vote distribution

B (100%)

🗨️ 👤 **JagsAgs26** 1 month, 1 week ago

Selected Answer: B

B is correct

upvoted 1 times

🗨️ 👤 **Dimi_Mous** 2 months ago

CloudPage required custom integration, MobilePush is supported

upvoted 1 times

🗨️ 👤 **sfarchex137** 2 months, 1 week ago

Selected Answer: B

SMS, Mobilepush and Email are supported standard

upvoted 2 times

🗨️ 👤 **RMEZZA** 3 months, 1 week ago

Selected Answer: B

I believe CloudPage would require custom integration

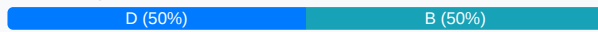
upvoted 2 times


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

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

Correct Answer: B

Community vote distribution



 **sfarchex137** 2 months, 1 week ago

Selected Answer: D

answer is D, you will need to configure the credentials separately for ingestion, and separately for the data action / target
upvoted 1 times


 **smarty7575** 3 months, 3 weeks ago

Selected Answer: B

The correct answer is B
upvoted 1 times

 **smarty7575** 4 months, 1 week ago

Other sources say D: Separate user credentials...
upvoted 1 times

 **smarty7575** 3 months, 3 weeks ago

The correct answer is B however
upvoted 1 times

How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
- B. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.
- C. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

Correct Answer: B

Community vote distribution

B (75%)

D (25%)

🗳️ 👤 **c5b95bf** 1 month ago

Selected Answer: B

B is it

upvoted 1 times

🗳️ 👤 **sfarchex137** 2 months, 1 week ago

Selected Answer: B

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_deletion_request.htm&type=5

upvoted 1 times

🗳️ 👤 **demonk629** 3 months ago

It's B. "A Data Deletion request deletes the specified individual record from the Individual DMO and the related DMOs."

upvoted 1 times

🗳️ 👤 **RMEZZA** 3 months, 1 week ago

Selected Answer: B

I think B is correct.

upvoted 2 times

🗳️ 👤 **smarty7575** 4 months ago

Selected Answer: D

The correct answer is D

upvoted 2 times

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
- C. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- D. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

A customer has a custom Customer_Email_c object related to the standard Contact object in Salesforce CRM. This custom object stores the email address for a Contact that they want to use for activation.

To which data entity is this mapped?

- A. Custom Customer_Email_c object
- B. Individual
- C. Contact
- D. Contact Point Email

Correct Answer: D

Currently there are no comments in this discussion, be the first to comment!

A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.

What is the cause of this issue?

- A. Data has not yet been ingested into the DMO.
- B. The new DMO does not have a relationship to the Individual DMO.
- C. The new DMO is not of category Profile.
- D. Segmentation is only supported for the Individual and Unified Individual DMOs.

Correct Answer: C

Currently there are no comments in this discussion, be the first to comment!

Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud.

What should NTO use to achieve this?

- A. B2C Commerce Starter Bundles plus a custom extract
- B. Direct Sales Order entity ingestion
- C. Direct Sales Product entity ingestion
- D. B2C Commerce Starter Bundles

Correct Answer: A

Currently there are no comments in this discussion, be the first to comment!

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Package High Investment Balance Customers in a data kit.
- B. Create new segments using nested segments.
- C. Create new segments by cloning High Investment Balance Customers.
- D. Create a High Investment Balance calculated insight.

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

Cumulus Financial uses calculated insights to compute the total banking value per branch for its high net worth customers. In the calculated insight, "banking value" is a metric, "branch" is a dimension, and "high net worth" is a filter. What can be included as an attribute in activation?

- A. "branch" (dimension) and "banking value" (metric)
- B. "banking value" (metric)
- C. "high net worth" (filter)
- D. "branch" (dimension)

Correct Answer: D

🗨️ 👤 **c5b95bf** 1 month, 1 week ago

Selected Answer: B

B it is

upvoted 1 times

🗨️ 👤 **kb_monk** 1 month, 2 weeks ago

I think it should be B - "banking value" as only a metric can be added as an attribute. Dimensions can be used for filtration in activations.

upvoted 1 times

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.
Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- A. Individual object
- B. Party Identification object
- C. Loyalty Identification object
- D. Contact Identification object

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

A customer requests that their personal data be deleted.

Which action should the consultant take to accommodate this request in Data Cloud?

- A. Use Consent API to request deletion of the customer's information.
- B. Use a streaming API call to delete the customer's information.
- C. Use the Data Rights Subject Request tool to request deletion of the customer's information.
- D. Use Profile Explorer to delete the customer data from Data Cloud.

Correct Answer: C

Community vote distribution

C (50%) A (50%)

🗨️ **b04d597** 1 week, 2 days ago

It think it is A "All requests must be submitted using the Consent API" in the link:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_deletion_request.htm&type=5

upvoted 1 times

🗨️ **SomaVenkata** 3 weeks, 3 days ago

Correct answer is "C"- While consent API can be also be used - it's a programmatic way to do it.

" Data Subject Rights" -

this provides the OOTB tools to handle various scenarios like

Data Deletion or Right To Be Forgotten (RTBF)

Restrict Processing or Restriction of Processing (RofP)

Data Access and Export

So the correct answer is 'C'

upvoted 1 times

🗨️ **c5b95bf** 1 month, 1 week ago

Selected Answer: A

A it is

upvoted 1 times

🗨️ **Aisha_Khalid** 1 month, 1 week ago

Selected Answer: A

I don't understand. Documentation clearly says "You can submit Data Deletion requests of individual data profiles in Data Cloud. All requests must be submitted using the Consent API."

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_deletion_request.htm&type=5

upvoted 1 times

🗨️ **Dimi_Mous** 2 months ago

Yup, C is the correct one here. I also got fooled in the beginning: https://help.salesforce.com/s/articleView?id=sf.data_deletion_c360_audiences.htm&type=5

upvoted 1 times

🗨️ **smarty7575** 3 months, 4 weeks ago

Selected Answer: C

According to a very reliable frequently used source, the correct answer is C

upvoted 2 times

🗨️ **RMEZZA** 3 months, 1 week ago

Are you sure? For me A seems correct.



upvoted 3 times

🗨️ **smarty7575** 4 months ago

Selected Answer: A

A is correct

upvoted 1 times

  **smarty7575** 3 months, 4 weeks ago

I was wrong, the correct answer is C

upvoted 2 times

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).
Which sequence of data model object (DMO) joins is 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

Correct Answer: B

Currently there are no comments in this discussion, be the first to comment!

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

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

Correct Answer: D

🗨️ 👤 **SomaVenkata** 3 weeks, 1 day ago

The answer should be " Transaction" - C and not D.

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud.

Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them.

upvoted 1 times