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QUESTION 1

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: AC

These two remedies can help resolve the error "Segment references too many Data Lake Objects (DLOs)". Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment.

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

QUESTION 2

Which data sources are available from Marketing Cloud as a starter bundle?

- A. Email, Cloud Pages, Einstein Web and Email Recommendations
- B. Email, MobileConnect, MobilePush and GroupConnect
- C. Email, Mobile Connect, and Einstein Engagement Scoring
- D. Email, MobileConnect and MobilePush

Correct Answer: D

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces,

unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs.

References:

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

QUESTION 3

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: BC

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

References:

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

QUESTION 4

How do the Data streams that use the Marketing Cloud Connector refresh data?

- A. Manually refreshed by CDP Admin
- B. Marketing Cloud's Automation Studio handles this process.
- C. APIs are used for refresh
- D. None of the above

Correct Answer: B

The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud's Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. References: Marketing Cloud Connector

QUESTION 5

How many calculated insights can be created per tenant?

- A. 5
- B. 10
- C. 50
- D. 100

Correct Answer: C

The maximum number of calculated insights that can be created per tenant is 50. A calculated insight is a metric that defines and calculates a multidimensional measure on your data. You can use calculated insights to create segments and analyze your data in Data Cloud. You can also use calculated insights to create dashboards and reports in Tableau CRM. References: Calculated Insights

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