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QUESTION 1

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

Correct Answer: C

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.

QUESTION 2

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: BC

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted. Data deletion requests

are submitted for individual profiles that represent unique identities in Data Cloud.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htmandtype =5

QUESTION 3

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.htmandtype=5

QUESTION 4

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 5

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

A. Calculated Insight

B. Report|

C. Segment

D. Dashboard

Correct Answer: AC

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,

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such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htmandtype=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htmandtype=5

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