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QUESTION 1

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- A. Create additional Rule Sets
- B. Leverage Reconciliation Rules
- C. Create additional Contact Points
- D. Leverage Match Rules

Correct Answer: B

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value. References: Identity Resolution Reconciliation Rules

QUESTION 2

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

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.

References:

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

QUESTION 3

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)`

Correct Answer: C

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]

QUESTION 4

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: BD

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

QUESTION 5

Which three objects are created as a result of Identity Resolution?

A. Unified Subscriber

B. Unified Data Model

C. Unified Contact Point

D. Unified Link

E. Unified Individual

Correct Answer: CDE

Identity Resolution creates three types of objects:

Unified Individual: This object represents the unified profile of an individual, which contains attributes from multiple

sources.

Unified Contact Point: This object represents the unified contact information of an individual, such as email, phone, address, or app. Unified Link: This object represents the link between an Individual object and a Unified Individual object, or

between a Contact Point object and a Unified Contact Point object.

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