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QUESTION 1

What does the Source Sequence reconciliation rule do in Identity Resolution?

A. Sets the priority of specific data sources when building attributes in a unified profile such as a first or last name

B. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source

C. Includes data from sources where the data is alphanumerically sequenced

D. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources

Correct Answer: A

The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile9. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

QUESTION 2

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

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.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htmandtype=5

QUESTION 3

How can attribute names be modified to match a naming convention in Cloud File Storage target?

A. Update attribute names in the data stream configuration

B. Update field names in the data model

C. Set preferred attribute names when configuring activation

D. Use a formula field to update the field name in an activation

Correct Answer: B

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htmandtype=

QUESTION 4

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 5

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: AD

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. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htmandtype= 5
https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htmandtype=5

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