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QUESTION 1

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.

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 then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.

D. 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.

Correct Answer: B

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 is 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. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point. This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant uide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

QUESTION 2

A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.

To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats.

What is the most efficient way to guarantee that the various phone number formats are standardized?

A. Create a formula field to standardize the format.

B. Edit and update the data in the source system prior to sending to Data Cloud.

C. Assign the PhoneNumber field type when creating the data stream.

D. Create a calculated insight after ingestion.

Correct Answer: C

The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns. The other options are either more time-consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

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QUESTION 3

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it\\'s important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO\\'s desire to separate its data by brand?

A. Data streams for each brand

B. Data model objects for each brand

C. Data spaces for each brand

D. Data sources for each brand

Correct Answer: C

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit1. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation2. For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands3. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand4. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand5. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. References: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

QUESTION 4

A customer requests that their personal data be deleted.

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

A. Use a streaming API call to delete the customer\\'s information.

B. Use Profile Explorer to delete the customer data from Data Cloud.

C. Use Consent API to request deletion of the customer\\'s information.

D. Use the Data Rights Subject Request tool to request deletion of the customer\\'s information.

Correct Answer: C

The Data Rights Subject Request tool is a feature that allows Data Cloud users to manage customer requests for data access, deletion, or portability. The tool provides a user interface and an API to create, track, and fulfill data rights requests. The tool also generates a report that contains the customer\\'s personal data and the actions taken to comply with the request. The consultant should use this tool to accommodate the customer\\'s request for data deletion in Data Cloud. References: Data Rights Subject Request Tool, Create a Data Rights Subject Request

QUESTION 5

Which consideration related to the way Data Cloud ingests CRM data is true?

A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization,

B. The CRM Connector\\'s synchronization times can be customized to up to 15-minute intervals.

C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.

D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

Correct Answer: D

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time. This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without

waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to-date and accurate CRM data for segmentation and activation.

The other options are incorrect for the following reasons:

CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page2. This option is false.

The CRM Connector\\'s synchronization times can be customized to up to 60-minute intervals, not 15-minute intervals3. This option is false.

Formula fields are not refreshed at regular sync intervals, but only at the next full refresh4. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered.

This option is false.

References:

1.

Connect and Ingest Data in Data Cloud article on Salesforce Help

2.

Data Sources in Data Cloud unit on Trailhead

3.

Data Cloud for Admins module on Trailhead

4.

[Formula Fields in Data Cloud] unit on Trailhead

5.

[Data Streams in Data Cloud] unit on Trailhead

QUESTION 6

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 a Contact that they want to use for activation.

To which data entity is mapped?

A. Contact

B. Contact Point_Email

C. Custom customer Email__c object

D. Individual

Correct Answer: B

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and

relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email__c object. The other options are not the

correct data entities to map to because:

The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

The custom Customer Email__c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone

numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References:

Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the

Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

QUESTION 7

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company\\'s source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).

What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

A. Create a custom DMO from scratch that has all fields that are needed.

B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.

C. Create custom fields on the standard Individual DMO.

D. Duplicate the standard Individual DMO and add the additional fields.

Correct Answer: C

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company\\'s data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution.

QUESTION 8

Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.

What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

A. The B2C Commerce Order Bundle ingests 12 months of historical data.

B. The B2C Commerce Order Bundle ingests 6 months of historical data.

C. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.

D. The B2C Commerce Order Bundle ingests 30 days of historical data.

Correct Answer: C

The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a

different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file.

References: Create a B2C Commerce Data Bundle Data Access and Export for B2C Commerce and Commerce Marketplace

QUESTION 9

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. Nested segments

B. Segment exclusion

C. Calculated insights

D. Segment membership data model object

Correct Answer: D

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

QUESTION 10

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 2 answers

A. All individual data will be removed.

B. Unified customer data associated with this ruleset will be removed.

C. Dependencies on data model objects will be removed.

D. All source profile data will be removed

Correct Answer: BC

Deleting an identity resolution ruleset has two major impacts that the consultant should communicate to the customer. First, it will permanently remove all unified customer data that was created by the ruleset, meaning that the unified profiles and their attributes will no longer be available in Data Cloud1. Second, it will eliminate dependencies on data model objects that were used by the ruleset, meaning that the data model objects can be modified or deleted without affecting the ruleset1. These impacts can have significant consequences for the customer\\'s data quality, segmentation, activation, and analytics, so the consultant should advise the customer to carefully consider the implications of deleting a ruleset before proceeding. The other options are incorrect because they are not impacts of deleting a ruleset. Option A is incorrect because deleting a ruleset will not remove all individual data, but only the unified customer data. The individual data from the source systems will still be available in Data Cloud1. Option D is incorrect because deleting a ruleset will not remove all source profile data, but only the unified customer data. The source profile data from the data streams will still be available in Data Cloud1. References: Delete an Identity Resolution Ruleset

QUESTION 11

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. Party Identification object

B. Loyalty Identification object

C. Individual object

D. Contact Identification object

Correct Answer: A

The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.

References:

1.

Data Modeling Requirements for Identity Resolution

2.

Identity Resolution in a Data Space

3.

Configure Identity Resolution Rulesets

4.

Map Required Objects

5.

Data and Identity in Data Cloud

QUESTION 12

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.

Which two steps should the consultant take to address this new use case? Choose 2 answers

A. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.

B. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.

C. Create a custom matching rule for an exact match on the Individual ID attribute.

D. Create a matching rule based on party identification that matches on CRM ID as the party identification name.

Correct Answer: AD

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

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QUESTION 13

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 Activation

B. Calculated Insights

C. Data Mapping

D. Identity Resolution

Correct Answer: D

After ingesting data from different sources into Data Cloud, the additional configuration that is required before

segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors. To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity5. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. References: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

QUESTION 14

A user Is not seeing suggested values from newly-modeled data when building a segment.

What is causing this issue?

A. Value suggestion will only return results for the first 50 values of a specific attribute,

B. Value suggestion can only work on direct attributes and not related attributes.

C. Value suggestion requires Data Aware Specialist permissions at a minimum.

D. Value suggestion is still processing and takes up to 24 hours to be available.

Correct Answer: D

The most likely cause of this issue is that value suggestion is still processing and takes up to 24 hours to be available. Value suggestion is a feature that enables you to see suggested values for data model object (DMO) fields when creating

segment filters. However, this feature needs to be enabled for each DMO field, and it can take up to 24 hours for the suggested values to appear after enabling the feature. Therefore, if a user is not seeing suggested values from newly-

modeled data, it could be that the data has not been processed yet by the value suggestion feature.

References:

Use Value Suggestions in Segmentation

QUESTION 15

A consultant is setting up a data stream with transactional data,

Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

A. Text

B. Number

C. Decimal

D. Serial

Correct Answer: A

The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc.

References: Zeros at the start of a field appear to be omitted in Data Exports Keep First `0\\' When Importing a CSV File Import and export address fields that begin with a zero or contain a plus symbol

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