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QUESTION 1

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

Correct Answer: B

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operator_s.htm&type=5

QUESTION 2

Which three out-of-the-box connectors are available for Data Cloud?

- A. Marketing Cloud
- B. B2C Commerce
- C. Slack Connector
- D. Amazon S3
- E. Amazon Redshift Connector

Correct Answer: ABD

These three out-of-the-box connectors are available for Data Cloud. They allow you to ingest data from Marketing Cloud, B2C Commerce, or Amazon S3 into Data Cloud and map it to the Data Cloud data model.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_connectors.htm&type=5

QUESTION 3

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,

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.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

QUESTION 4

What is the result of a segmentation criteria filtering on City | Is Equal To | `San Jose`?

- A. Cities containing `San Jose`, `San Jose`, `san jose`, or `san jose`
- B. Cities only containing `San Jose` or `San Jose`
- C. Cities only containing `San Jose` or `san jose`
- D. Cities only containing `San Jose` or `san jose`

Correct Answer: C

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | `San Jose` will include cities that contain either `San Jose` or `san jose`.

QUESTION 5

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.htm&type=5

QUESTION 6

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.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5

QUESTION 7

When creating a segment on an individual, what is the result of using two separate containers linked by an AND: At Least 1 of GoodsProduct.Color Is Equal To 'red' AND At Least 1 of GoodsProduct.PrimaryProductCategory Is Equal To shoes?

- A. Individuals who purchased at least 1 of any red product and also purchased at least 1 pair of shoes
- B. Individuals who purchased at least 1 'red shoes' as a single line item in a purchase
- C. Individuals who purchased at least 1 'red shoes'. 1 of any red item, or 1 of any 'shoes' item in a purchase
- D. Individuals who made a purchase of at least 1 of only 'red shoes' and nothing else

Correct Answer: A

According to the Data Cloud documentation, when using two separate containers linked by an AND operator, the segment includes individuals who meet both conditions. In this case, the segment includes individuals who purchased at least one product with the color attribute equal to 'red', and also purchased at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or in the same order line item.

QUESTION 8

Which three Data Model objects do Reconciliation Rules operate across?

- A. Individual
- B. Party Identification
- C. Contact Point Email
- D. Contact
- E. Lead

Correct Answer: ABC

These are the three Data Model objects that Reconciliation Rules operate across. Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address. References: Identity Resolution Reconciliation Rules

QUESTION 9

Which data model object category can a Data Cloud user create segments on?

- A. Profile
- B. Unified Individual only
- C. Engagement
- D. Other

Correct Answer: B

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

QUESTION 10

What are two benefits Data Cloud provides a company in relation to managing customer data?

- A. Unified Identity Resolution
- B. Data Harmonization
- C. Data Governance
- D. Data Marketplace

Correct Answer: AB

These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer. Data Harmonization allows a company to standardize and enrich data from different sources and improve data quality and usability.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htm&type=5

QUESTION 11

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight
- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

Correct Answer: A

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

QUESTION 12

A customer has a custom `Customer_Email_c` object related to the standard `Contact` object in Salesforce CRM. To which data entity is this mapped?

- A. Contact
- B. Contact Point Email
- C. Custom `Customer_Email` Object
- D. Individual

Correct Answer: B

The custom `Customer_Email_c` object related to the standard `Contact` object in Salesforce CRM should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

QUESTION 13

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 14

What component of Calculated Insights can be included as attribute data in an activation?

- A. Metrics and Dimensions
- B. Dimensions
- C. Metrics
- D. Filters

Correct Answer: B

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_calculated_insights.htm&type=5

QUESTION 15

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

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