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NEW QUESTION: 1
Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.
Which two options should a consultant configure when ingesting this data stream?
Choose 2 answers
A. Ensure that deletion of old files is enabled.
B. Ensure the refresh mode is set to "Upsert".
C. Ensure the filename contains a wildcard to a accommodate the timestamp.
D. Ensure the refresh mode is set to "Full Refresh."
Answer: (SHOW ANSWER)
When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:
The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.
The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.
The other options are not necessary or relevant for this scenario:
Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.
Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file. This is not suitable for this scenario, as it would result in

data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION: 2

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

A. Streaming data transform

B. Streaming insight

C. Calculated insight

D. Batch bata transform

Answer: (SHOW ANSWER)

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION: 3

What is the role of artificial intelligence (AI) in Data Cloud?

A. Automating data validation

B. Creating dynamic data-driven management dashboards
C. Enhancing customer interactions through insights and predictions
D. Generating email templates for use cases
Answer: C (LEAVE A REPLY)
Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.
Insights and Predictions:
* AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.
* Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.
Enhancing Customer Interactions:
* Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.
* Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.
* Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.
Use Cases:
* Recommendation Engines: Suggest products or services based on past behavior and preferences.
* Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.
References:
* Salesforce Data Cloud AI Capabilities
* Salesforce AI for Customer Interaction

NEW QUESTION: 4
A marketing manager at Northern Trail Outfitters wants to Improve marketing return on investment (ROI) by tapping into Insights from Data Cloud Segment Intelligence.
Which permission set does a user need to set this up?
A. Data Cloud Data Aware Specialist
B. Data Cloud User
C. Cloud Marketing Manager
D. Data Cloud Admin
Answer: (SHOW ANSWER)
To configure and use Segment Intelligence in Salesforce Data Cloud for improving marketing ROI, the user requires administrative privileges. Here's the detailed analysis:
Data Cloud Admin (Option D):
Permission Set Scope:

The Data Cloud Admin permission set grants full access to configure advanced Data Cloud features, including Segment Intelligence, which provides AI-driven insights (e.g., audience trends, engagement metrics).
Admins can define metrics, enable predictive models, and analyze segment performance, all critical for optimizing marketing ROI.
Official Documentation:
Salesforce's Data Cloud Permission Sets Guide explicitly states that Segment Intelligence configuration and management require administrative privileges. Only the Data Cloud Admin role can modify data model settings, access AI/ML tools, and apply segment recommendations (Source: "Admin vs. Standard User Permissions").
Why "Cloud Marketing Manager (C)" Is Incorrect:
No Standard Permission Set:
"Cloud Marketing Manager" is not a standard Salesforce Data Cloud permission set. This option may conflate Marketing Cloud roles (e.g., Marketing Manager) with Data Cloud's permission structure.
Marketing Cloud vs. Data Cloud:
While Marketing Cloud has roles like "Marketing Manager," Data Cloud uses distinct permission sets (Admin, User, Data Aware Specialist). Segment Intelligence is a Data Cloud feature and requires Data Cloud- specific permissions.
Other Options:
Data Cloud Data Aware Specialist (A): Provides read-only access to data governance tools but lacks permissions to configure Segment Intelligence.
Data Cloud User (B): Allows basic segment activation and viewing but cannot set up AI-driven insights.
Steps to Validate:
Step 1: Assign the Data Cloud Admin permission set via Setup > Users > Permission Sets.
Step 2: Navigate to Data Cloud > Segment Intelligence to configure analytics, review AI recommendations, and optimize segments.
Step 3: Use insights to refine targeting and measure ROI improvements.
Conclusion: The Data Cloud Admin permission set is required to configure and leverage Segment Intelligence, as it provides the necessary administrative rights to Data Cloud's advanced analytics and AI tools. "Cloud Marketing Manager" is not a valid permission set in Data Cloud.

NEW QUESTION: 5
A consultant wants to build a new audience in Data Cloud.
Which three criteria can the consultant include when building a segment?
Choose 3 answers
A. Direct attributes
B. Data stream attributes
C. Calculated Insights
D. Related attributes

E. Streaming insights
Answer: A,C,D (LEAVE A REPLY)
A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:
Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.
Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.
Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.
The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms.
Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization. References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION: 6
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.
Answer: (SHOW ANSWER)
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 activation1.
The other options are incorrect for the following reasons:

A). CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page2. This option is false.
B). The CRM Connector's synchronization times can be customized to up to 60-minute intervals, not 15- minute intervals3. This option is false.
C). 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.
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
[Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION: 7
When performing segmentation or activation, which time zone is used to publish and refresh data?
A. Time zone specified on the activity at the time of creation
B. Time zone of the user creating the activity
C. Time zone of the Data Cloud Admin user
D. Time zone set by the Salesforce Data Cloud org
Answer: (SHOW ANSWER)
The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish.
Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies.
References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION: 8
Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last
30 days.
In which sequence should each process be run to ensure that freshly imported data is ready and available to use for any segment?
A. Refresh Data Stream > Identity Resolution > Calculated Insight
B. Refresh Data Stream > Calculated Insight > Identity Resolution
C. Calculated Insight > Refresh Data Stream > Identity Resolution
D. Identity Resolution > Refresh Data Stream > Calculated Insight

Answer: (SHOW ANSWER)
To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:
Understanding the Requirement
Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.
A calculated insight is created to show the total spend per customer in the last 30 days.
The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.
Why This Sequence?
Step 1: Refresh Data Stream
Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.
This ensures that the most up-to-date customer data is available in Data Cloud.
Step 2: Identity Resolution
After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.
This step ensures that customer data is consolidated and ready for analysis.
Step 3: Calculated Insight
Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.
This ensures that the insight is based on the latest and most accurate data.
Other Options Are Incorrect :
B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.
C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.
D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.
Conclusion
The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

NEW QUESTION: 9
What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?
A. Cloud Storage Connector
B. Commerce Cloud Connector
C. Ingestion API

D. Marketing Cloud Personalization Connector
Answer: (SHOW ANSWER)
The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to
100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

NEW QUESTION: 10
Cumulus Financial (CF) wants to target loyal and engaged customers. When a platinum tier customer visits their Investment pages more than three times in a 24-hour period, CF wants to Immediately Send an email that offers a private consultation.

What should a consultant recommend for this business requirement?
A. Calculated insight with a data action to a Marketing Cloud Engagement transactional email
B. Rapid segment to a data action journey in Marketing Cloud Engagement
C. Standard segment with activation into Marketing Cloud Engagement
D. Streaming insight with a data action into a journey in Marketing Cloud Engagement
Answer: (SHOW ANSWER)
To meet the requirement of targeting loyal and engaged customers (platinum-tier customers visiting investment pages more than three times in 24 hours) and sending an immediate email offering a private consultation, the best solution is to use a streaming insight with a data action into a journey in Marketing Cloud Engagement . Here's why:
Understanding the Requirement
The company wants to identify platinum-tier customers who visit their Investment pages more than three times within a 24-hour period.
Once identified, these customers should immediately receive an email offering a private consultation.
This requires real-time monitoring of customer behavior and triggering an automated response.
Why Streaming Insight with a Data Action?
Streaming Insights for Real-Time Monitoring :
A streaming insight in Salesforce Data Cloud monitors customer interactions in real time.
It can detect when a platinum-tier customer visits the Investment pages more than three times within 24 hours.
Data Actions for Immediate Response :
A data action allows you to trigger specific actions based on the insights generated.
In this case, the data action would send the customer's information to a journey in Marketing Cloud Engagement to initiate the email campaign.
Journey in Marketing Cloud Engagement :

Marketing Cloud Engagement journeys are designed to automate personalized marketing activities, such as sending transactional emails.
By integrating the streaming insight with a journey, the system can immediately send the email offering a private consultation.
Steps to Implement This Solution
Step 1: Create a Streaming Insight
Navigate to Data Cloud > Insights > Streaming Insights .
Define the criteria for identifying platinum-tier customers who visit the Investment pages more than three times in 24 hours.
Step 2: Configure a Data Action
Set up a data action that sends the identified customer's information to Marketing Cloud Engagement.
Ensure the data action includes relevant details (e.g., customer ID, email address).
Step 3: Build a Journey in Marketing Cloud Engagement
In Marketing Cloud Engagement, create a journey that listens for incoming data from the data action.
Configure the journey to send a personalized email offering a private consultation.
Step 4: Test and Deploy
Test the entire workflow to ensure that the streaming insight triggers the data action and that the email is sent immediately.
Why Not Other Options?
A). Calculated insight with a data action to a Marketing Cloud Engagement transactional email :Calculated insights are not designed for real-time monitoring. They are better suited for batch processing or periodic calculations, making them unsuitable for this use case.
B). Rapid segment to a data action journey in Marketing Cloud Engagement :While rapid segments are useful for quickly grouping customers, they do not provide the real-time detection required for this scenario.
C). Standard segment with activation into Marketing Cloud Engagement :Standard segments are static or periodically updated and cannot respond to real-time customer behavior.
Conclusion
By using a streaming insight with a data action into a journey in Marketing Cloud Engagement , Cumulus Financial can achieve real-time monitoring and immediate engagement with its loyal customers.

NEW QUESTION: 11
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.
Answer: (SHOW ANSWER)
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 file12.
References:
Create a B2C Commerce Data Bundle
Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION: 12
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.
Answer: (SHOW ANSWER)
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

NEW QUESTION: 13
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
Answer: (SHOW ANSWER)
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:
* A. 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.
* C. 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.
* D. 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]

NEW QUESTION: 14
A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting.
Another team member works remotely in the Eastern time zone.
Which user will see their home time zone in the segment and activation schedule areas?
A. The team member in the Pacific time zone.
B. The team member in the Eastern time zone.
C. Neither team member; Data Cloud shows all schedules in GMT.
D. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user
Answer: D (LEAVE A REPLY)

The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:
Data Cloud Time Zones
Change default time zones for Users and the organization
Change your time zone settings in Salesforce, Google & Outlook
DateTime field and Time Zone Settings in Salesforce

NEW QUESTION: 15
What is a typical use case for Salesforce Data Cloud?
A. Data synchronization across the Salesforce ecosystem
B. Storing CRM data on promises
C. Data harmonization across multiple platforms
D. Sending personalized emails at scale
Answer: C ([LEAVE A REPLY]())
A typical use case for Salesforce Data Cloud is data harmonization across multiple platforms . Here's why:
Understanding Salesforce Data Cloud
Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources, including CRM, Marketing Cloud, external systems, and third-party platforms.
Its primary purpose is to provide a unified view of customer data for personalized experiences and actionable insights.
Why Data Harmonization Across Multiple Platforms?
Data Harmonization :
Data Cloud harmonizes data by standardizing and cleansing it from disparate sources.
This ensures consistency and accuracy across platforms, enabling organizations to create a single source of truth for customer data.
Use Case Alignment :
Data harmonization is a core functionality of Data Cloud, making it the most relevant use case among the options provided.
Other Options Are Less Relevant :

A). Data synchronization across the Salesforce ecosystem : While Data Cloud integrates with Salesforce products, its primary focus is on unifying data from multiple platforms, not just Salesforce.
B). Storing CRM data on premises : Data Cloud is a cloud-based solution and does not support on-premises storage.
D). Sending personalized emails at scale : This is a use case for Marketing Cloud, not Data Cloud.
Steps to Achieve Data Harmonization
Step 1: Ingest Data
Bring in customer data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into Data Cloud.
Step 2: Standardize and Cleanse Data
Use batch or streaming transformations to standardize formats, remove duplicates, and cleanse data.
Step 3: Create Unified Profiles
Use identity resolution to merge related records into a single unified profile.
Step 4: Activate Insights
Leverage the harmonized data for segmentation, personalization, and analytics.
Conclusion
The most typical use case for Salesforce Data Cloud is data harmonization across multiple platforms , enabling organizations to unify and leverage customer data effectively.

NEW QUESTION: 16
A customer requests that their personal data be deleted.
Which action should the consultant take to accommodate this request in Data Cloud?
A. Use Consent API to request deletion of the customer's information.
B. Use Profile Explorer to delete the customer data from Data Cloud.
C. Use a streaming API call to delete the customer's information.
D. Use the Data Rights Subject Request tool to request deletion of the customer's information.
Answer: (SHOW ANSWER)

NEW QUESTION: 17

Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.

What should a consultant do to accommodate this request?

A. Use a calculated insight paired with a flow.

B. Use streaming data transform with a flow.

C. Use a streaming insight paired with a data action

D. Use streaming data transform combined with a data action.

Answer: (SHOW ANSWER)

A streaming insight is a type of insight that analyzes streaming data in real time and triggers actions based on predefined conditions. A data action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. By using a streaming insight paired with a data action, a consultant can accommodate Cumulus Financial's request to track the daily transaction volume of each customer and send out a notification when the volume is outside the normal range. A calculated insight is a type of insight that performs calculations on data in a data space and stores the results in a data extension. A streaming data transform is a type of data transform that applies transformations to streaming data in real time and stores the results in a data extension. A flow is a type of automation that executes a series of actions when triggered by an event, a schedule, or another flow. None of these options can achieve the same functionality as a streaming insight paired with a data action. References: Use Insights in Data Cloud Unit, Streaming Insights and Data Actions Use Cases, Streaming Insights and Data Actions Limits and Behaviors

NEW QUESTION: 18

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

A. Data Mapping

B. Data Transformation

C. Segment Setup

D. Data Stream Setup

Answer: (SHOW ANSWER)

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION: 19

A company stores customer data in Marketing Cloud and uses the Marketing Cloud Connector to ingest data into Data Cloud.

Where does a request for data deletion or right to be forgotten get submitted?

A. In Marketing Cloud settings

B. through Consent API

C. On the individual data profile in Data Cloud

D. In Data Cloud settings

Answer: (SHOW ANSWER)

NEW QUESTION: 20

A customer has a calculated insight about lifetime value.
What does the consultant need to be aware of if the calculated insight.
needs to be modified?

A. New dimensions can be added.

B. Existing dimensions can be removed.

C. Existing measures can be removed.

D. New measures can be added.

Answer: A (LEAVE A REPLY)

A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight12:

Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data.

Therefore, the correct answer is B.

New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.

Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.

New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION: 21

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.
Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

A. Use an S3 Encrypted Username and Password.
B. Use an S3 Private Key Certificate.
C. Use a JWT Token generated on S3.
D. Use an S3 Access Key and Secret Key.

Answer: ([SHOW ANSWER]())

NEW QUESTION: 22

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.
What is a reason for this?

A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
B. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
C. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
D. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

Answer: ([SHOW ANSWER]())

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION: 23

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

Answer: (SHOW ANSWER)

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

NEW QUESTION: 24

A consultant is integrating an Amazon 53 activated campaign with the customer's destination system.

In order for the destination system to find the metadata about the segment, which file on the 53 will contain this information for processing?

A. The .txt file

B. The json file

C. The .csv file

D. The .zip file

Answer: (SHOW ANSWER)

The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file. The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION: 25

A consultant needs to update a field in CRM as soon as a record gets updated in the DMO.

Which feature should the consultant use?

A. Data share target

B. Data actions

C. Rapid segments

D. Streaming data transform

Answer: (SHOW ANSWER)

When a record in the Data Model Object (DMO) is updated, Data Actions can be used to immediately trigger updates in an external system like Salesforce CRM.

Data Actions allow for real-time or near-real-time updates to external systems.

When a record in the DMO is updated, a Data Action can push updates to CRM fields.

This ensures that CRM always reflects the latest Data Cloud updates without manual intervention.

Why Not A?

Data Share Targets are used for sharing data externally (e.g., Snowflake) but do not update CRM fields directly.

Why Not C?

Rapid Segments are used for fast audience segmentation, not for updating CRM fields.

Why Not D?

Streaming Data Transforms are used for real-time data processing, but they do not update CRM fields directly.

Salesforce Data Cloud Reference:

Salesforce Help Documentation - Data Actions Overview

Trailhead Module: Automating Data Updates with Data Actions

Salesforce Knowledge Base - Best Practices for Keeping CRM and Data Cloud in Sync

NEW QUESTION: 26

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).

Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

A. Unified Individual > Unified Link Individual > Sales Order

B. Unified Individual > Individual > Sales Order

C. Sales Order > Individual > Unified Individual

D. Sales Order > Unified Individual

Answer: (SHOW ANSWER)

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution1. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system2. The Sales Order DMO represents the sales order information from a source system3. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile4. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

NEW QUESTION: 27

Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record.
Which two features should a consultant consider for this use case?
Choose 2 answers

A. Data Action
B. Profile API
C. Lightning Web Components
D. Query APL

Answer: (SHOW ANSWER)

A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:
* Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and related attributes in Data Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.
* Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.

The other two options are not relevant for this use case. A Data Action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record. References: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

NEW QUESTION: 28
A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.
Which configuration change should a consultant consider in order to increase the consolidation rate?
A. Change reconciliation rules to Most Occurring.
B. Increase the number of matching rules.
C. Include additional attributes in the existing matching rules.
D. Reduce the number of matching rules.
Answer: (SHOW ANSWER)
The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as 1 - (number of unified individuals / number of source individuals). For example, if you ingest
100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes.
By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION: 29
A customer notices that their consolidation rate is low across their account unification. They have mapped Account to the Individual and Contact Point Email DMOs.
What should they do to increase their consolidation rate?
A. Change reconciliation rules to Most Occurring.
B. Disable the individual identity ruleset.
C. Increase the number of matching rules.
D. Update their account address details in the data source

Answer: (SHOW ANSWER)

Consolidation Rate: The consolidation rate in Salesforce Data Cloud refers to the effectiveness of unifying records into a single profile. A low consolidation rate indicates that many records are not being successfully unified.

Matching Rules: Matching rules are critical in the identity resolution process. They define the criteria for identifying and merging duplicate records.

Solution:

* Increase Matching Rules: Adding more matching rules improves the system's ability to identify duplicate records. This includes matching on additional fields or using more sophisticated matching algorithms.
* Steps:
* Access the Identity Resolution settings in Data Cloud.
* Review the current matching rules.
* Add new rules that consider more fields such as phone number, address, or other unique identifiers.

Benefits:

* Improved Unification: Higher accuracy in matching and merging records, leading to a higher consolidation rate.
* Comprehensive Profiles: Enhanced customer profiles with consolidated data from multiple sources.

References:

* Salesforce Data Cloud Identity Resolution
* Salesforce Help: Matching Rules

NEW QUESTION: 30

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

A. Individual

B. Transaction

C. Sales Order

D. Engagement

Answer: (SHOW ANSWER)

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud.

Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION: 31

Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.

As best practice, which sequence of actions should the consultant use to implement this request?

A. Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as It becomes available.

B. Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion synchronize future data as It becomes available.

C. Use streaming ingestion to first load the last 90 days of data, and then use bulk Ingestion to synchronize future data as It becomes available.

D. Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as It becomes available.

Answer: (SHOW ANSWER)

Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.

* Bulk Ingestion: Use Salesforce Data Cloud's bulk ingestion tools to load the historical data quickly and efficiently.

Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real-time data updates.

* Streaming Ingestion: Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.

Sequence of Actions:

* Step 1: Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.

* Step 2: Set up streaming ingestion to handle ongoing updates and new data as it becomes available.

Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near real-time, providing the marketing department with the most up-to-date data.

References:

* Salesforce Data Cloud Ingestion Methods

* Salesforce Bulk Data Ingestion

* Salesforce Streaming Data Ingestion

NEW QUESTION: 32
What does it mean to build a trust-based, first-party data asset?
A. To provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all compliance regulations
C. To ensure opt-in consents are collected for all email marketing as required by law
D. To obtain competitive data from reliable sources through interviews, surveys, and polls
Answer: (SHOW ANSWER)
Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust-based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards.
References: Use first-party data for a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

NEW QUESTION: 33
A Data Cloud Consultant Is in the process of setting up data streams for a new service-based data source.
When ingesting Case data, which field is recommended to be associated with the Event Time field?
A. Last Modified Date
B. Resolution Date
C. Escalation Date
D. Creation Date
Answer: D (LEAVE A REPLY)
The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer

satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

NEW QUESTION: 34
A user needs permissions to access Data Cloud to create, manage, and activate segments, However, the user should not be allowed to created reports or manage data sources.
Which permission set should the consultant assign?
A. Data Cloud Marketing Specialist
B. Data Cloud Marketing Manager
C. Data Cloud Data Aware Specialist
D. Data Cloud user
Answer: (SHOW ANSWER)
To grant a user permissions to create, manage, and activate segments without allowing them to create reports or manage data sources, the consultant should assign the Data Cloud Marketing Specialist permission set.
Here's why:
Understanding the Role Requirements :
The user needs access to segment creation, management, and activation.
The user should not have permissions to create reports or manage data sources, which are higher-level administrative tasks.
Why Data Cloud Marketing Specialist?
The Data Cloud Marketing Specialist permission set provides access to segment-related functionalities, including creating, managing, and activating segments.
It excludes permissions for creating reports or managing data sources, aligning perfectly with the stated requirements.
Steps to Assign the Permission Set :
Step 1: Navigate to Setup > Users > Permission Sets in Salesforce.
Step 2: Locate and assign the Data Cloud Marketing Specialist permission set to the user.
Step 3: Verify that the user has the required permissions by testing their access in Data Cloud.
Why Not Other Options?
B). Data Cloud Marketing Manager: This permission set includes broader permissions, such as managing campaigns and audiences, which are not required for this role.
C). Data Cloud Data Aware Specialist: This role focuses on data ingestion and transformation, not segment management.
D). Data Cloud User: This is a basic permission set that provides limited access and does not include segment management capabilities.
By assigning the Data Cloud Marketing Specialist permission set, the consultant ensures that the user has the necessary permissions without overextending their access.

NEW QUESTION: 35

Cumulus Financial needs to create a composite key on an incoming data source that combines the fields Customer Region and Customer Identifier.

Which formula function should a consultant use to create a composite key when a primary key is not available in a data stream?

A. CONCAT

B. COMBIN

C. COALE

D. CAST

Answer: (SHOW ANSWER)

Composite Keys in Data Streams: When working with data streams in Salesforce Data Cloud, there may be situations where a primary key is not available. In such cases, creating a composite key from multiple fields ensures unique identification of records.

Formula Functions: Salesforce provides several formula functions to manipulate and combine data fields.

Among them, the CONCAT function is used to combine multiple strings into one.

Creating Composite Keys: To create a composite key using CONCAT, a consultant can combine the values of Customer Region and Customer Identifier into a single unique identifier.

* Example Formula: CONCAT(Customer_Region, Customer_Identifier)

References:

* Salesforce Documentation: Formula Functions

* Salesforce Data Cloud Guide

NEW QUESTION: 36

A consultant is troubleshooting a segment error.

Which error message is solved by using calculated insights Instead of nested segments?

A. Segment is too complex.

B. Multiple population counts are in progress.

C. Segment population count failed.

D. Segment can't be published.

Answer: (SHOW ANSWER)

Segment Errors in Data Cloud: Segments in Salesforce Data Cloud can encounter errors due to various reasons, including complexity and nested segments.

Calculated Insights vs. Nested Segments:

* Complex Segments: If a segment is too complex due to extensive nesting or numerous conditions, it can lead to errors.

* Simplification with Calculated Insights: Using calculated insights can simplify segment creation by pre-computing and storing complex logic or aggregations, which can then be referenced directly in the segment.

Solution:

* Step 1: Identify the segment causing the "Segment is too complex" error.

* Step 2: Break down complex logic into calculated insights.
* Step 3: Use these calculated insights in segment definitions to reduce complexity.
References:
* Salesforce Data Cloud Calculated Insights
* Salesforce Data Cloud Segment Creation

NEW QUESTION: 37
To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name.
What are two ways to achieve this outcome?
Choose 2 answers
A. Include campaign identifier in the activation name.
B. Hard code the campaign identifier as a new attribute in the campaign activation.
C. Include campaign identifier in the filename specification.
D. Include campaign identifier in the segment name.
Answer: (SHOW ANSWER)
The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is
"Campaign_123" and the filename specification is "{segmentName}_{date}", the resulting file name will be
"Campaign_123_SegmentA_2023-12-18.csv". This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM.
The other options are not correct. Option B is incorrect because hard coding the campaign identifier as a new attribute in the campaign activation is not possible. The campaign activation does not have any attributes, only settings. Option D is incorrect because including the campaign identifier in the segment name is not sufficient.
The segment name is not used in the filename of the exported file, unless it is specified in the filename specification. Therefore, the user will not be able to see the campaign identifier in the file name.

NEW QUESTION: 38
A company wants to test its marketing campaigns with different target populations.
What should the consultant adjust in the Segment Canvas interface to get different populations?
A. Direct attributes, related attributes, and population filters
B. Segmentation filters, direct attributions, and data sources

C. Direct attributes and related attributes
D. Population filters and direct attributes
Answer: (SHOW ANSWER)
Segmentation in Salesforce Data Cloud:
The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.
Reference: Salesforce Segment Canvas Documentation
Elements for Adjusting Target Populations:
Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).
Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).
Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).
Reference: Salesforce Segmentation Guide
Steps to Adjust Populations in Segment Canvas:
Direct Attributes: Select attributes that directly describe the target population.
Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.
Population Filters: Apply filters to refine and target specific subsets of the population.
Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.
Reference: Salesforce Segment Canvas Tutorial
Practical Application:
Navigate to the Segment Canvas.
Adjust direct attributes and related attributes based on campaign goals.
Apply population filters to fine-tune the target audience.
Reference: Salesforce Marketing Cloud Segmentation Best Practices

NEW QUESTION: 39
A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud. It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.
How should a consultant fulfill this requirement within Data Cloud?
A. Create a streaming insight with a data action.
B. Use formula fields when ingesting at the data stream level.
C. Create one batch data transform per data stream.
D. Create one batch data transform that creates a new DLO.
Answer: (SHOW ANSWER)

To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:

Understanding the Problem :The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket,"
"shoes," "SHOES") and the presence of null values need to be addressed before activation.

Why Batch Data Transform?

A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets.

By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.

Steps to Implement This Solution :

Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.

Step 2: Create a new batch data transform by selecting the relevant data stream as the source.

Step 3: Use transformation functions to normalize the product names:

Apply the PROPER() function to convert all product names to proper case.

Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").

Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored separately from the original dataset.

Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.

Why Not Other Options?

A). Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.

B). Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement.

Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.

C). Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple transforms, a single batch transform can handle all the required changes and output a unified, clean dataset.

By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.

NEW QUESTION: 40

A consultant needs to package Data Cloud components from one organization to another.
Which two Data Cloud components should the consultant include in a data kit to achieve this goal?
Choose 2 answers

A. Data model objects
B. Segments
C. Calculated insights
D. Identity resolution rulesets

Answer: ([SHOW ANSWER]())

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.
Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:
1: Data Model Objects in Data Cloud
2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION: 41

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

Answer: ([SHOW ANSWER]())

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

NEW QUESTION: 42
Cumulus Financial wants to create a segment of individuals based on transaction history dat a. This data has been mapped in the data model and is accessible via multiple container paths for segmentation.
What happens if the optimal container path for this use case is not selected?
A. Alternate container paths will be suggested before the segment is published.
B. The resulting segment may be smaller or larger than expected.
C. Data Cloud segmentation will automatically select the optimal container path.
D. The resulting segment will not be generated.
Answer: B (LEAVE A REPLY)
In Salesforce Data Cloud, when segmenting individuals based on transaction history data, there may be multiple paths to the same data through different objects in the data model. If the wrong container path is selected:
The segment may pull in too many or too few individuals because different container paths may define relationships differently.
Some records may be unintentionally excluded or duplicated, affecting segmentation accuracy.
Identity resolution and relationships between objects might not behave as expected.
Why Not A? Data Cloud does not suggest alternate container paths automatically. The user must choose the correct path.
Why Not C? Data Cloud does not automatically select the optimal path; it relies on the user's selection.
Why Not D? The segment will still be generated but may have inaccurate results.
Salesforce Data Cloud Reference:
Salesforce Help Documentation - Data Model and Segmentation Best Practices Trailhead Module: Segmentation in Data Cloud Salesforce Knowledge Base - Using Container Paths for Segmentation

NEW QUESTION: 43
A finance company that uses Data Cloud wants to simplify how its users can view all the various channels a customer engages with Which feature should the consultant recommend to meet this requirement?
A. Use Data Cloud to connect with analytic tools, like Tableau.
B. Use calculated insights to determine when and how to engage with various customers.
C. Create segments based on the ingested data and insights to activate in Marketing Cloud.
D. Use Data Cloud to ingest data from various available data sources.
Answer: (SHOW ANSWER)

To simplify how users can view all the various channels a customer engages with, the best solution is to use Data Cloud to connect with analytic tools like Tableau . Here's why and how this works:

Understanding the Requirement

The finance company wants its users to have a consolidated view of all customer engagement channels (e.g., email, social media, website interactions, etc.). This requires:

Aggregating data from multiple sources into a unified platform.

Providing an intuitive and visual way to analyze and interpret the data.

Why Use Data Cloud with Analytic Tools like Tableau?

Data Cloud as a Centralized Data Hub :Salesforce Data Cloud aggregates data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into a unified platform. This ensures that all customer engagement data is available in one place.

Tableau for Advanced Visualization :

Tableau is a powerful analytics and visualization tool that integrates seamlessly with Salesforce Data Cloud.

It allows users to create interactive dashboards and reports that provide a comprehensive view of customer engagement across all channels.

Users can drill down into specific channels, analyze trends, and gain actionable insights without needing advanced technical skills.

Simplified User Experience :By leveraging Tableau's intuitive interface, users can easily explore and understand customer engagement patterns without requiring deep knowledge of the underlying data structure.

Steps to Implement This Solution

Step 1: Ingest Data into Data Cloud

Ensure that all relevant customer engagement data (e.g., website visits, email interactions, social media activity) is ingested into Data Cloud from various sources.

Use Data Streams to bring in data from CRM, Marketing Cloud, and other external systems.

Step 2: Connect Data Cloud to Tableau

Navigate to Setup > Analytics > Tableau CRM in Salesforce.

Configure the integration between Data Cloud and Tableau to enable seamless data flow.

Step 3: Create Dashboards in Tableau

Use Tableau to build dashboards that consolidate customer engagement data from all channels.

Include visualizations such as bar charts, heatmaps, and trend lines to highlight key insights (e.g., most active channels, engagement frequency, etc.).

Step 4: Share Dashboards with Users

Publish the dashboards to Tableau Server or Tableau Online.

Provide access to the relevant users within the finance company so they can view and interact with the dashboards.

Why Not Other Options?

B). Use calculated insights to determine when and how to engage with various customers :While calculated insights are useful for understanding customer behavior, they do not provide a

consolidated view of all engagement channels. This option focuses more on decision-making rather than visualization.
C). Create segments based on the ingested data and insights to activate in Marketing Cloud :Segmentation is valuable for targeting specific groups of customers, but it does not address the requirement to view all engagement channels in one place. Segments are more about grouping customers rather than providing a holistic view.
D). Use Data Cloud to ingest data from various available data sources :While ingesting data is a critical first step, it does not solve the problem of simplifying how users view engagement channels. The focus here is on data ingestion, not visualization or analysis.
Conclusion
By connecting Data Cloud with Tableau , the finance company can provide its users with a simplified and visually intuitive way to view all customer engagement channels. This approach lever

NEW QUESTION: 44
A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.
Which two areas should a consultant review to troubleshoot this issue?
Choose 2 answers
A. Review data transformations to ensure they're run after calculated insights.
B. Review calculated insights to make sure they're run before segments are refreshed.
C. Review segments to ensure they're refreshed after the data is ingested.
D. Review calculated insights to make sure they're run after the segments are refreshed.
Answer: (SHOW ANSWER)
The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

NEW QUESTION: 45
A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.
When creating the activation target, which type of target should the consultant select?
A. Marketing Cloud Personalization
B. External Activation Target

C. Marketing Cloud
D. Data Cloud
Answer: (SHOW ANSWER)

NEW QUESTION: 46
A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing.
What should a consultant recommend in this scenario?
A. Clone the data source object.
B. Use batch transforms to create a second data lake object.
C. Create a junction object in Salesforce CRM and modify the ingestion strategy.
D. Create a data kit from the data lake object and deploy it to the same Data Cloud org.
Answer: (SHOW ANSWER)
Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

NEW QUESTION: 47
Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?
A. Automation Studio and Profile file API
B. Marketing Cloud Connect API
C. Marketing Cloud Data extension Data Stream
D. Email Studio Starter Data Bundle
Answer: (SHOW ANSWER)

The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space.
Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.
The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.
Marketing Cloud Data Extension Data Stream
Data Cloud Data Ingestion
[Marketing Cloud Data Extension Data Stream API]
[Marketing Cloud Connect API]
[Email Studio Starter Data Bundle]

NEW QUESTION: 48
A Data Cloud consultant is evaluating the initial phase of the Data Cloud lifecycle for a company.
Which action is essential to effectively begin the Data Cloud lifecycle?
A. Identify use cases and the required data sources and data quality.
B. Analyze and partition the data into data spaces.
C. Migrate the existing data into the Customer 360 Data Model.
D. Use calculated insights determine the benefits of Data Cloud for this company.
Answer: (SHOW ANSWER)
Data Cloud Lifecycle: The initial phase of the Salesforce Data Cloud lifecycle is critical for setting the foundation for successful data integration and utilization.
Identifying Use Cases:
* Importance: Defining clear use cases helps in understanding the business objectives and how Data Cloud can address them.
* Required Data Sources: Identifying the necessary data sources ensures that relevant data is ingested into Data Cloud.
* Data Quality: Assessing data quality is essential for accurate and reliable data analysis and insights.

Actions:
* Step 1: Engage with stakeholders to define specific use cases for Data Cloud.
* Step 2: Identify and catalog the required data sources for these use cases.
* Step 3: Evaluate the quality of data from these sources to ensure they meet the standards for effective data analysis.
References:
* Salesforce Data Cloud Implementation Guide
* Salesforce Data Cloud Lifecycle

NEW QUESTION: 49
The Data Cloud admin at Northern Trail Outfitters (NTO) wants to be proactively and immediately informed via Slack and email if any of the data streams fail for any reason. If this happens, a case should also be triggered as part of NTO's existing support and triage process, and reflected in its global monitoring dashboard.
What should a consultant recommend for these requirements?
A. Data actions
B. Data Cloud Query Editor
C. Salesforce flows
D. Salesforce reports and dashboards
Answer: (SHOW ANSWER)
To meet the requirement of being proactively and immediately informed via Slack and email if any data streams fail, and to trigger a case as part of the support process, the best solution is to use Salesforce Flows .
Here's why and how this works:
Understanding the Requirements :
The admin wants to be notified immediately via Slack and email when a data stream fails.
A case should also be created automatically to reflect the issue in the global monitoring dashboard.
This requires an automated process that integrates with both internal systems (e.g., Slack, email) and external workflows (e.g., case creation).
Why Salesforce Flows?
Salesforce Flows are highly flexible and can automate complex business processes. They can monitor system events (e.g., data stream failures) and trigger actions like sending notifications or creating records.
Flows can integrate seamlessly with Slack and email using platform events and action elements.
They can also create cases programmatically and update dashboards for real-time monitoring.
Steps to Implement This Solution :
Step 1: Navigate to Setup > Process Automation > Flows and create a new flow.
Step 2: Configure a Platform Event Trigger or Record-Triggered Flow to listen for data stream failure events.
Step 3: Add an action element to send a notification to Slack using the Slack Integration feature.

Step 4: Add another action element to send an email alert using the Send Email action.
Step 5: Add a step to create a Case record with details about the failure. Use predefined fields to populate relevant information (e.g., error message, timestamp).
Step 6: Update the global monitoring dashboard to reflect the newly created case. This can be done by linking the case to a report or dashboard component.
Why Not Other Options?
A). Data actions: While data actions can perform specific tasks on data, they are not designed for cross-system automation like sending Slack notifications or creating cases.
B). Data Cloud Query Editor: The Query Editor is used for querying and analyzing data but does not provide automation capabilities for notifications or case creation.
D). Salesforce reports and dashboards: Reports and dashboards are for visualizing data, not for triggering actions or automating workflows.
By using Salesforce Flows, NTO can achieve a fully automated and integrated solution that meets all the stated requirements.

NEW QUESTION: 50

An automotive dealership wants to implement Data Cloud.
What is a use case for Data Cloud's capabilities?

A. Implement a full archive solution with version management.

B. Use browser cookies to track visitor activity on the website and display personalized recommendations.

C. Build a source of truth for consent management across all unified individuals.

D. Ingest customer interaction across different touch points, harmonize, and build a data model for analytical reporting.

Answer: (SHOW ANSWER)

The most relevant use case for implementing Salesforce Data Cloud in an automotive dealership is ingesting customer interactions across different touchpoints, harmonizing the data, and building a data model for analytical reporting . Here's why:
1. Understanding the Use Case
Salesforce Data Cloud is designed to unify customer data from multiple sources, harmonize it into a single view, and enable actionable insights through analytics and segmentation. For an automotive dealership, this means:
Collecting data from various touchpoints such as website visits, service appointments, test drives, and marketing campaigns.
Harmonizing this data into a unified profile for each customer.
Building a data model that supports advanced analytical reporting to drive business decisions.
This use case aligns perfectly with Data Cloud's core capabilities, making it the most appropriate choice.
2. Why Not Other Options?
Option A: Implement a full archive solution with version management.

Salesforce Data Cloud is not primarily an archiving or version management tool. While it can store historical data, its focus is on unifying and analyzing customer data rather than providing a full-fledged archival solution with version control.
Tools like Salesforce Shield or external archival systems are better suited for this purpose.
Option B: Use browser cookies to track visitor activity on the website and display personalized recommendations.
While Salesforce Data Cloud can integrate with tools like Marketing Cloud Personalization (Interaction Studio) to deliver personalized experiences, it does not directly manage browser cookies or real-time web tracking.
This functionality is typically handled by specialized tools like Interaction Studio or third-party web analytics platforms.
Option C: Build a source of truth for consent management across all unified individuals.
While Data Cloud can help manage unified customer profiles, consent management is better handled by Salesforce's Consent Management Framework or other dedicated compliance tools.
Data Cloud focuses on data unification and analytics, not specifically on consent governance.
3. How Data Cloud Supports Option D
Here's how Salesforce Data Cloud enables the selected use case:
Step 1: Ingest Customer Interactions
Data Cloud connects to various data sources, including CRM systems, websites, mobile apps, and third-party platforms.
For an automotive dealership, this could include:
Website interactions (e.g., browsing vehicle models).
Service center visits and repair history.
Test drive bookings and purchase history.
Marketing campaign responses.
Step 2: Harmonize Data
Data Cloud uses identity resolution to unify customer data from different sources into a single profile for each individual.
For example, if a customer interacts with the dealership via email, phone, and in-person visits, Data Cloud consolidates these interactions into one unified profile.
Step 3: Build a Data Model
Data Cloud allows you to create a data model that organizes customer attributes and interactions in a structured way.
This model can be used to analyze customer behavior, segment audiences, and generate reports.
For instance, the dealership could identify customers who frequently visit the service center but haven't purchased a new vehicle recently, enabling targeted upsell campaigns.
Step 4: Enable Analytical Reporting
Once the data is harmonized and modeled, it can be used for advanced analytics and reporting.
Reports might include:
Customer lifetime value (CLV).

Campaign performance metrics.
Trends in customer preferences (e.g., interest in electric vehicles).
4. Salesforce Documentation Reference
According to Salesforce's official Data Cloud documentation:
Data Cloud is designed to unify customer data from multiple sources, enabling businesses to gain a 360-degree view of their customers.
It supports harmonization of data into a single profile and provides tools for segmentation and analytical reporting .
These capabilities make it ideal for industries like automotive dealerships, where understanding customer interactions across touchpoints is critical for driving sales and improving customer satisfaction.

NEW QUESTION: 51
Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.
The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.
How should the Data Cloud consultant configure this activation?
A. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based onthe new segment with no additional attributes.
B. Choose the Multiple Investments segment, choose the Email contact point, add related attributeFund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
C. Choose the Multiple Investments segment, choose the Email contact point, and add relatedattribute Fund Type.
D. Include Fund Name and Fund Type by default for post processing in the target system.
Answer: (SHOW ANSWER)
To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:
A). Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.
C). Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.

D). Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation
- Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION: 52
A customer has a requirement to be able to view the last time each segment was published within their Data Cloud org.
Which two features should the consultant recommend to best address this requirement?
Choose 2 answers
A. Profile Explorer
B. Calculated insight
C. Dashboard
D. Report
Answer: (SHOW ANSWER)
A customer who wants to view the last time each segment was published within their Data Cloud org can use the dashboard and report features to achieve this requirement. A dashboard is a visual representation of data that can show key metrics, trends, and comparisons. A report is a tabular or matrix view of data that can show details, summaries, and calculations. Both dashboard and report features allow the user to create, customize, and share data views based on their needs and preferences. To view the last time each segment was published, the user can create a dashboard or a report that shows the segment name, the publish date, and the publish status fields from the segment object. The user can also filter, sort, group, or chart the data by these fields to get more insights and analysis. The user can also schedule, refresh, or export the dashboard or report data as needed. References: Dashboards, Reports

NEW QUESTION: 53
During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.
Which two considerations should the consultant inform the customer about?
Choose 2 answers
A. Data deletion requests are reprocessed at 30, 60, and 90 days.
B. Data deletion requests are processed within 1 hour.
C. Data deletion requests are submitted for Individual profiles.
D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds.
Answer: (SHOW ANSWER)
When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:

Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.
Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D):
When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

NEW QUESTION: 54
The marketing manager at Cloud Kicks plans to bring in corporate phone numbers for its accounts into Data Cloud. They plan to use a custom field with data set to Phone to store these phone numbers.
Which statement is true when ingesting phone numbers?
A. Text value can be accepted for ingestion into = phone data type field.
B. Data Cloud validates the format of the phone number at the time of Ingestion.
C. The phone number field car only accept 10-digit values.
D. The phone number field should be used as a primary key.
Answer: (SHOW ANSWER)
When ingesting phone numbers into a custom field with the Phone data type in Salesforce Data Cloud, the correct statement is that text values can be accepted for ingestion into a phone data type field . Here's why:
Understanding the Requirement
The marketing manager at Cloud Kicks plans to ingest corporate phone numbers into Data Cloud using a custom field with the Phone data type.
It is important to understand how phone numbers are validated and stored during ingestion.
Why Text Values Can Be Accepted?
Phone Data Type Behavior :
The Phone data type in Salesforce accepts text values, as phone numbers are typically stored as strings (e.g.,
"+1-800-555-1234").
While the field is designed for phone numbers, it does not enforce strict formatting rules during ingestion.
Validation During Ingestion :
Salesforce does not validate the format of phone numbers at the time of ingestion.

Validation occurs only when the data is used in downstream systems or applications that enforce formatting rules.
Other Options Are Incorrect :
B). Data Cloud validates the format of the phone number at the time of ingestion : This is incorrect because Data Cloud does not validate phone number formats during ingestion.
C). The phone number field can only accept 10-digit values : This is incorrect because the Phone data type supports various formats, including international numbers.
D). The phone number field should be used as a primary key : This is incorrect because phone numbers are not unique identifiers and should not be used as primary keys.
Steps to Ingest Phone Numbers
Step 1: Create a Custom Field
Navigate to Object Manager > Account > Fields & Relationships and create a custom field with the Phone data type.
Step 2: Configure Data Ingestion
Ensure the source data includes phone numbers as text values.
Map the phone number field from the source to the custom field in Data Cloud.
Step 3: Validate Data Usage
Test the ingested data to ensure it meets downstream requirements (e.g., formatting for dialing).
Conclusion
Text values can be accepted for ingestion into a Phone data type field, as phone numbers are stored as strings and formatting validation occurs later in the process.

NEW QUESTION: 55
A consultant is ingesting a list of employees from their human resources database that they want to segment on.
Which data stream category should the consultant choose when ingesting this data?
A. Profile Data
B. Contact Data
C. Other Data
D. Engagement Data
Answer: (SHOW ANSWER)
Categories of Data Streams:
Profile Data: Customer profiles and demographic information.
Contact Data: Contact points like email and phone numbers.
Other Data: Miscellaneous data that doesn't fit into the other categories.
Engagement Data: Interactions and behavioral data.
Reference: Salesforce Data Stream Categories
Ingesting Employee Data:
Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.
"Other Data" is appropriate for non-customer-specific data like employee information.

Reference: Salesforce Data Ingestion Guide
Steps to Ingest Employee Data:
Navigate to the data ingestion settings in Salesforce Data Cloud.
Select "Create New Data Stream" and choose the "Other Data" category.
Map the fields from the HR database to the corresponding fields in Data Cloud.
Reference: Salesforce Data Ingestion Tutorial
Practical Application:
Example: A company ingests employee data to segment internal communications or analyze workforce metrics.
Choosing the "Other Data" category ensures that this non-customer data is correctly managed and utilized.
Reference: Salesforce Data Management Case Studies

NEW QUESTION: 56
A customer needs to integrate in real time with Salesforce CRM.
Which feature accomplishes this requirement?
A. Streaming transforms
B. Data model triggers
C. Sales and Service bundle
D. Data actions and Lightning web components
Answer: (SHOW ANSWER)
The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time1. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation2.
The other options are incorrect for the following reasons:
B). Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted3. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.
C). Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources4. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.
D). Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications5. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.
1: Load Data into Data Cloud
2: [Data Streams in Data Cloud]
3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead
5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead
[Data Model in Data Cloud] unit on Trailhead
[Create a Data Model Object] article on Salesforce Help
[Data Sources in Data Cloud] unit on Trailhead
[Connect and Ingest Data in Data Cloud] article on Salesforce Help
[Data Spaces in Data Cloud] unit on Trailhead
[Create a Data Space] article on Salesforce Help
[Segments in Data Cloud] unit on Trailhead
[Create a Segment] article on Salesforce Help
[Activations in Data Cloud] unit on Trailhead
[Create an Activation] article on Salesforce Help

NEW QUESTION: 57
A consultant needs to create a data graph based on several DLOs,
Which step should the consultant take to make this work?
A. Use a data action to update the data graph with the DLO data
B. Map the DLOS to DMOS and use these in the data graph.
C. Map the DLOs directly to a data graph.
D. Batch transform the DLOs to multiple DMOs and activate these with the data graph.
Answer: (SHOW ANSWER)
To create a data graph based on several Data Lake Objects (DLOs) , the consultant should map the DLOs to Data Model Objects (DMOs) and use these in the data graph. Here's why:
Understanding Data Graphs
A data graph in Salesforce Data Cloud represents relationships between entities (e.g., customers, accounts, orders) and their attributes.
It is built using Data Model Objects (DMOs) , which provide a standardized structure for unified profiles and related data.
Why Map DLOs to DMOs?
Role of DLOs and DMOs :
DLOs are raw data sources ingested into Data Cloud.
DMOs are standardized objects used for identity resolution and unified profiles.
Mapping DLOs to DMOs ensures that raw data is transformed into a structured format suitable for data graphs.
Building the Data Graph :
Once the DLOs are mapped to DMOs, the consultant can use the DMOs to define relationships and build the data graph.
This approach ensures consistency and alignment with the unified data model.
Other Options Are Less Suitable :
A). Use a data action to update the data graph with the DLO data : Data actions are used for triggering workflows, not for building data graphs.

C). Map the DLOs directly to a data graph : DLOs cannot be directly mapped to a data graph; they must first be transformed into DMOs.
D). Batch transform the DLOs to multiple DMOs and activate these with the data graph : This is overly complex and unnecessary when mapping DLOs to DMOs suffices.
Steps to Create the Data Graph
Step 1: Map DLOs to DMOs
Navigate to Data Cloud > Data Streams and map the relevant fields from the DLOs to the corresponding DMOs.
Step 2: Define Relationships
Use the Data Model tab to define relationships between DMOs (e.g., linking Individuals to Accounts).
Step 3: Build the Data Graph
Use the mapped DMOs to create the data graph, defining nodes (entities) and edges (relationships).
Step 4: Validate the Graph
Test the data graph to ensure it accurately represents the desired relationships and data flow.
Conclusion
The consultant should map the DLOs to DMOs and use these in the data graph to ensure a structured and consistent approach to building relationships between entities.

NEW QUESTION: 58
A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.
What is the minimum permission set needed to accommodate this use case?
A. Data Cloud for Marketing Specialist
B. Data Cloud Admin
C. Data Cloud User
D. Data Cloud for Marketing Data Aware Specialist
Answer: (SHOW ANSWER)
The Data Cloud User permission set is the minimum permission set needed to accommodate this use case.
The Data Cloud User permission set grants access to the Data Explorer feature, which allows the user to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user can also make changes to the data model object fields, such as adding or removing fields, changing field types, or creating formula fields. The Data Cloud User permission set does not grant access to other Data Cloud features or tasks, such as creating data streams, creating segments, creating activations, or managing users. The other permission sets are either too restrictive or too permissive for this use case. The Data Cloud for Marketing Specialist permission set only grants access to the segmentation and activation features, but not to the Data Explorer feature. The Data Cloud Admin permission set grants

access to all Data Cloud features and tasks, including the Data Explorer feature, but it is more than what the user needs. The Data Cloud for Marketing Data Aware Specialist permission set grants access to the Data Explorer feature, but also to the segmentation and activation features, which are not required for this use case. References: Data Cloud Standard Permission Sets, Data Explorer, Set Up Data Cloud Unit

NEW QUESTION: 59

Northern Trail Qutfitters wants to be able to calculate each customer's lifetime value {LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.
What should a consultant use to address this use case in Data Cloud?

A. Flow Orchestration

B. Nested segments

C. Metrics on metrics

D. Streaming data transform

Answer: (SHOW ANSWER)

Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition. References: Metrics on Metrics, Create Metrics on Metrics

NEW QUESTION: 60

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud.
In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

A. Calculated Insight > Refresh Data Stream > Identity Resolution

B. Refresh Data Stream > Calculated Insight > Identity Resolution

C. Identity Resolution > Refresh Data Stream > Calculated Insight

D. Refresh Data Stream > Identity Resolution > Calculated Insight

Answer: (SHOW ANSWER)

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:
Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings1.
Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well2. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.
Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes3.
Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.
1: Configure Data Stream Refresh and Frequency - Salesforce
2: Identity Resolution Ruleset Processing Results - Salesforce
3: Calculated Insights - Salesforce

NEW QUESTION: 61
Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud.
What should NTO use to achieve this?
A. B2C Commerce Starter Bundles
B. Direct Sales Order entity ingestion
C. Direct Sales Product entity ingestion
D. B2C Commerce Starter Bundles plus a custom extract
Answer: (SHOW ANSWER)
The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:
* A. B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
* B. Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
* C. Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION: 62
Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a "NO FILE FOUND" error message?
Choose 2 answers
A. Check if correct permissions are configured for the Data Cloud user.
B. Check if the Amazon S3 data source is enabled in Data Cloud Setup.
C. Check If the file exists in the specified bucket location.
D. Check if correct permissions are configured for the S3 user.
Answer: (SHOW ANSWER)
A "NO FILE FOUND" error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:
The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.
The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly. References: Create Amazon S3 Data Stream in Data Cloud, How to Use the Amazon S3 Storage Connector in Data Cloud, Amazon S3 Connection

NEW QUESTION: 63
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.
Answer: (SHOW ANSWER)
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 feature1. 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

NEW QUESTION: 64
How does identity resolution select attributes for unified individuals when there Is conflicting information in the data model?
A. Creates additional contact points
B. Leverages reconciliation rules
C. Creates additional rulesets
D. Leverages match rules
Answer: (SHOW ANSWER)
Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION: 65
The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream. Which statement addresses the cause of this issue?
A. The Salesforce Integration User Is missing Rad permissions on the newly created field.
B. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
C. Custom fields on the Case object are not supported for ingesting into Data Cloud.
D. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.
Answer: (SHOW ANSWER)
The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To

resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. References: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

NEW QUESTION: 66

The leadership team at Cumulus Financial has determined that customers who deposited more than $250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

A. Calculated insight and data action

B. Calculated insight and segment

C. Streaming insight and segment

D. Streaming insight and data action

Answer: (SHOW ANSWER)

Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than $250,000 in the last five years and are not using advisory services.

Reference: Salesforce Data Cloud Use Case Documentation

Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

Reference: Salesforce Calculated Insights and Segmentation Guide

Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over $250,000 and exclude those using advisory services.

Reference: Salesforce Calculated Insights Tutorial and Segment Creation Guide Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

Reference: Salesforce High-Value Customer Segmentation Case Study

NEW QUESTION: 67

A consultant wants to make sure address details from customer orders are selected as best to save to the unified profile.
What should the consultant do to achieve this?
A. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Individual DMO to the bottom.
B. Use the default reconciliation rules for Contact Point Address.
C. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Oder DMO to the top.
D. Change the default reconciliation rules for Individual to Source Priority.
Answer: (SHOW ANSWER)
Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources.
Reconciliation Rules: These rules determine which data source is considered the "best" when conflicting data is encountered. Changing reconciliation rules allows prioritizing specific sources.
Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes.
Process:
Step 1: Access the Data Cloud settings for reconciliation rules.
Step 2: Select the Contact Point Address details.
Step 3: Change the reconciliation rules for address attributes to "Source Priority." Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.
Benefits:
Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.
Relevance: Gives priority to the most relevant and frequently updated source (customer orders).
References:
Salesforce Data Cloud Reconciliation Rules
Salesforce Unified Customer Profile

NEW QUESTION: 68
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
Answer: (SHOW ANSWER)
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 data123. 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

NEW QUESTION: 69
Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.
What is a reason for this?
A. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
D. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud.They do not allow activation of new records.
Answer: (SHOW ANSWER)
Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION: 70
A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.

What is the cause of this issue?
A. Data has not yes been ingested into the DMO.
B. The new DMO is not of category Profile.
C. The new DMO does not have a relationship to the individual DMO
D. Segmentation is only supported for the Individual and Unified Individual DMOs.
Answer: (SHOW ANSWER)

The cause of this issue is that the new custom data model object (DMO) is not of category Profile. A category is a property of a DMO that defines its purpose and functionality in Data Cloud. There are three categories of DMOs: Profile, Event, and Other. Profile DMOs are used to store attributes of individuals or entities, such as name, email, address, etc. Event DMOs are used to store actions or interactions of individuals or entities, such as purchases, clicks, visits, etc. Other DMOs are used to store any other type of data that does not fit into the Profile or Event categories, such as products, locations, categories, etc. Only Profile DMOs can be used for creating segments in Data Cloud, as segments are based on the attributes of individuals or entities. Therefore, if the new custom DMO is not of category Profile, it will not appear in the segmentation canvas. The other options are not correct because they are not the cause of this issue. Data ingestion is not a prerequisite for creating segments, as segments can be created based on the data model schema without actual data. The new DMO does not need to have a relationship to the individual DMO, as segments can be created based on any Profile DMO, regardless of its relationship to other DMOs. Segmentation is not only supported for the Individual and Unified Individual DMOs, as segments can be created based on any Profile DMO, including custom ones. References: Create a Custom Data Model Object from an Existing Data Model Object, Create a Segment in Data Cloud, Data Model Object Category

NEW QUESTION: 71

Which information is provided in a .csv file when activating to Amazon S3?

A. An audit log showing the user who activated the segment and when it was activated

B. The activated data payload

C. The metadata regarding the segment definition

D. The manifest of origin sources within Data Cloud

Answer: (SHOW ANSWER)

When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket1. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated2. The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics3. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab4. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab5. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]