

Salesforce

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam



NEW QUESTION 1

Which two statements are true about using consent API and exercising right to be forgotten?

- A. Data Deletion requests are processed within 1 hour
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- C. Data Deletion requests are submitted for Individual profiles
- D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce Clouds

Answer: BC

Explanation:

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted. Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION 2

Which of the following are characteristics of Formulas? (Choose 2)

- A. Simple logic on a row-based operation
- B. Ease of use, self-service
- C. Highly reusable content
- D. Attribute updated regularly

Answer: AB

Explanation:

These are two characteristics of Formulas. Formulas are a feature that allows you to create custom fields in the data model using simple logic on a row-based operation. For example, you can use a formula to create a field that concatenates the first name and last name of an individual. Formulas are easy to use and self-service, meaning that you can create them without coding or complex queries. You can use formulas to enrich your data and create more meaningful segments and insights.

References: Formulas

NEW QUESTION 3

Cumulus Financial wants to be able to track the daily transaction volume for of each of its customers in real time and send out a notification as soon it detects volume outside a customer's normal range. How should an administrator accommodate this request?

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

Answer: B

Explanation:

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email, updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

NEW QUESTION 4

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

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

Answer: A

Explanation:

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

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

NEW QUESTION 5

Which two characteristics describe the Customer 360 data model?

- A. A Conceptual Model
- B. A Static Model
- C. A Product Sold By Salesforce
- D. A Canonical Model

Answer: AD

Explanation:

The Customer 360 data model is a conceptual model and a canonical model. A conceptual model is a high-level representation of the entities and relationships in a domain of interest, without specifying any implementation details. A canonical model is a common and consistent data model that can be used across different systems and applications. References: [Customer 360 Data Model Overview], [Conceptual Model], [Canonical Model]

NEW QUESTION 6

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

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

Answer: B

Explanation:

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operator_s.htm&type=5

NEW QUESTION 7

What are the two distinct phases of data model management in Data Cloud?

- A. Data Activation
- B. Data Ingestion
- C. Data Actions
- D. Data Modeling

Answer: BD

Explanation:

These two phases are distinct phases of data model management in Data Cloud. Data ingestion is the process of bringing data from different sources into Data Cloud using connectors or APIs. Data modeling is the process of mapping the ingested data to the Data Cloud canonical model or creating custom data model objects. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5

NEW QUESTION 8

A customer has requested that their personal data be deleted. Which action should be performed to accommodate this request in Data Cloud?

- A. Manually delete customer and related records using the Profile Explorer
- B. Use Consent API to request deletion of the customer's information
- C. Utilize the Data Rights Subject Request tool to request deletion of the customer's information
- D. Use Ingestion API to request deletion of the customer's information

Answer: B

Explanation:

This action should be performed to accommodate the request to delete personal data in Data Cloud. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION 9

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

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

Answer: B

Explanation:

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_calculated_insights.htm&type=5

NEW QUESTION 10

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

- A. Custom fields on the Case objects are not supported for ingesting into Data Cloud
- B. Utilize the Salesforce Dataloader application to perform a bulk upload from a desktop
- C. The Data Cloud administrator does not need to do anything
- D. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM
- E. The Salesforce Integration User is missing "Read" permissions on the newly created field

Answer: D

Explanation:

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have ??Read?? permissions on that field2. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

NEW QUESTION 10

What are three benefits of Calculated Insights over Segmentation Operators?

- A. Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage
- B. Calculated Insights results can be refreshed near real time
- C. Calculated Insights are better suited for single row based operation
- D. Calculated Insights can query engagement data greater than 2 years
- E. Calculated Insights are better suited for complex queries over multiple objects

Answer: ADE

Explanation:

Calculated Insights are predefined and calculated metrics that can help you build segments. Some of the benefits of Calculated Insights over Segmentation Operators are:

? Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage, which would require multiple steps and operators in segmentation.

? Calculated Insights can query engagement data greater than 2 years, while segmentation operators are limited to 2 years of engagement data.

? Calculated Insights are better suited for complex queries over multiple objects, such as joining data from different sources or aggregating data across different levels.

NEW QUESTION 14

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

- A. Transaction
- B. Individual
- C. Sales Order
- D. Engagement

Answer: A

Explanation:

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time and have a duration. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5

NEW QUESTION 16

What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

- A. Complete the Salesforce Data Cloud "Get Started" process
- B. Connect to the Marketing Cloud Account Data Cloud is provisioned in
- C. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
- D. Connect to the Salesforce CRM org Data Cloud is provisioned in

Answer: D

Explanation:

This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model.

References: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION 18

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report
- C. Segment
- D. Dashboard

Answer: AC

Explanation:

These two features support the need to calculate each customer??s lifetime value (LTV) and create breakdowns of the revenue sourced by different channels.

Calculated Insight allows you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different

criteria, such as revenue source. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5

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

NEW QUESTION 23

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

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

Answer: B

Explanation:

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

NEW QUESTION 27

Which two common use cases can be addressed with Data Cloud?

- A. Harmonize data from multiple sources with a standardized and extendable data model
- B. Understand and act upon customer data to drive more relevant experiences
- C. Safeguard critical business data by serving as a centralized system for backup and disaster recovery
- D. Govern enterprise data lifecycle through a centralized set of policies and processes

Answer: AB

Explanation:

Data Cloud can address these two common use cases by providing a platform that allows customers to ingest, map, enrich, and activate data from various sources using the Customer 360 data model, and by enabling customers to create segments, insights, and activations based on their customer data. References: [Data Cloud Overview], [Customer 360 Data Model], [Data Activation]

NEW QUESTION 28

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Engagement
- B. Product
- C. Party
- D. Sales Order

Answer: D

Explanation:

The sales order subject area defines the revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=5

NEW QUESTION 29

Which feature can integrate in real time with Salesforce CRM?

- A. Data Actions
- B. Identity Resolution
- C. CRM Starter Bundle
- D. Data Model Triggers

Answer: A

Explanation:

This feature can integrate in real time with Salesforce CRM. Data Actions allow you to perform actions on Salesforce CRM records based on Data Cloud data, such as creating, updating, or deleting records. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_actions.htm&type=5

NEW QUESTION 32

Which authentication type is supported for a Cloud File Storage activation target?

- A. Using private key certificate
- B. Using access and secret keys
- C. Using encrypted username and password
- D. Using JWT token

Answer: B

Explanation:

To create a Cloud File Storage activation target, you need to provide access and secret keys for authentication⁵. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

NEW QUESTION 36

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. Refresh Data Stream > Calculated Insight > Identity Resolution
- B. Identity Resolution > Calculated Insight > Refresh Data Stream
- C. Calculated Insight > Identity Resolution > Refresh Data Stream
- D. Refresh Data Stream > Identity Resolution > Calculated Insight

Answer: D

Explanation:

The recommended order of processes for updating data in Data Cloud is as follows⁶:

- ? Refresh Data Stream: This process updates the data from the source, such as Amazon S3, into Data Cloud.
- ? Identity Resolution: This process runs the rulesets that link together multiple records of an individual into a unified profile.
- ? Calculated Insight: This process calculates additional attributes based on existing data, such as lifetime value or churn risk.

NEW QUESTION 37

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