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**QUESTION 1**

Which three features can be used to validate the data in the unified profile object?

- A. Data Actions
- B. Data Explorer
- C. Query API
- D. Profile Explorer
- E. Identity Reconciliation

Correct Answer: BCD

These three features can be used to validate the data in the unified profile object. Data Explorer allows you to view the ingested data from different sources and how it is mapped to the unified profile object. Query API allows you to query the unified profile object using SOQL or SQL queries. Profile Explorer allows you to view the unified profile records and their attributes.

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_explorer.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_explorer.htm&type=5)

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**QUESTION 2**

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

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

Correct Answer: AB

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

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_identity\\_resolution.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_harmonization.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htm&type=5)

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**QUESTION 3**

Cloud Kicks has received a Request to be Forgotten by a customer. In which two ways can Data Cloud honor this request?

- A. Use Data Explorer to locate and manually remove the Individual



- B. Use the Consent API to suppress processing and delete the individual and related records from source data streams
- C. Delete the data from the incoming data stream and perform a full refresh
- D. Add the Individual Id to a headerless file and use the delete from file functionality

Correct Answer: BD

These two ways can help Data Cloud honor a request to be forgotten by a customer. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. The delete from file functionality allows you to upload a file with individual IDs that will be deleted from Data Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_consent\\_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_delete\\_from\\_file.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_from_file.htm&type=5)

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#### QUESTION 4

A segment fails to refresh with the error "Segment references too many Data Lake Objects (DLOs)". What are two remedies for this issue?

- A. Space out the segment schedules to reduce Data Lake Object load
- B. Refine segmentation criteria to limit up to 5 custom DMOs
- C. Split the segment into smaller segments
- D. Use Calculated Insights in order to reduce the complexity of the segmentation query

Correct Answer: AC

These two remedies can help resolve the error "Segment references too many Data Lake Objects (DLOs)". Spacing out the segment schedules can reduce the concurrent load on the Data Lake Objects and improve performance. Splitting the segment into smaller segments can reduce the number of Data Lake Objects that are referenced by each segment. References: <https://help.salesforce.com/s/articleView?>

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#### QUESTION 5

Which two features are impacted by the timezone setting in the org Data Cloud is provisioned in?

- A. Segment Schedule
- B. Identity Resolution
- C. Ingestion Schedule
- D. Activation Schedule

Correct Answer: AD

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_segmentation\\_schedule.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_activation\\_schedule.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htm&type=5)



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