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QUESTION 1

What is the first thing a business stakeholder should focus on when considering a Data Cloud implementation?

- A. Review consent and privacy management policies
- B. Obtain cross-organizational buy-in
- C. Identify activation targets
- D. Identify data sources

Correct Answer: B

This is the first thing a business stakeholder should focus on when considering a Data Cloud implementation. Obtaining cross-organizational buy-in involves aligning the goals and expectations of different teams and stakeholders who will use or contribute to Data Cloud. References: <https://trailhead.salesforce.com/content/learn/modules/customer-data-platform-basics/get-started-with-customer-data-platform>

QUESTION 2

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

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

Correct Answer: AC

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows you to create complex calculations based on stored data,

such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5

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

QUESTION 3

When performing Segmentation or Activation, which timezone is used to publish and refresh data?



- A. Timezone of the Data Cloud Admin user
- B. Timezone is explicitly specified when creating a segment or activation
- C. Timezone set by the Salesforce Data Cloud org
- D. Timezone of the user defining the activity

Correct Answer: C

According to the Salesforce Data Cloud documentation¹, the timezone used for Segmentation and Activation is the one set by the Salesforce Data Cloud org, not by the individual user or admin. This ensures consistency and accuracy across different users and regions.

QUESTION 4

Which match criteria is only available as custom in order to perform an exact match in Identity Resolution?

- A. Phone Number
- B. Email Address
- C. Party Identification Id
- D. Government Id

Correct Answer: C

Party Identification Id is the only match criteria that is only available as custom in order to perform an exact match in Identity Resolution. Party Identification Id is a unique identifier for each Party Identification record in the data model. It is not one of the standard match criteria that Data Cloud provides out of the box, so it has to be created as a custom match criteria. Custom match criteria allow you to use any field from the data model as a match rule. References: Create Custom Match Criteria

QUESTION 5

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

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

Correct Answer: ABD

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



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

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