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**QUESTION 1**

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Include campaign identifier into the activation name
- B. Hard-code the campaign identifier as a new attribute in the campaign activation
- C. Include campaign identifier into the filename specification
- D. Include campaign identifier into the segment name

Correct Answer: C

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type=](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=)

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**QUESTION 2**

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>

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**QUESTION 3**

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

Correct Answer: D

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.

#### QUESTION 4

Northern Trail Outfitters 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. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Flow orchestration
- C. Streaming data transformations
- D. Metrics on metrics

Correct Answer: C

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_streaming\\_data\\_transform.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transform.htm&type=5)

#### QUESTION 5

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

Correct Answer: BD

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.



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