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**QUESTION 1**

An administrator is setting up a data stream with transactional data. What field type should the administrator choose to ensure that leading zeros in the purchase order number are preserved?

- A. Number
- B. Decimal
- C. Text
- D. Serial

Correct Answer: C

The Text field type should be chosen to preserve leading zeros in the purchase order number, as this field type stores alphanumeric characters as strings. The Number and Decimal field types store numeric values as numbers, which would remove any leading zeros. The Serial field type is not a valid field type in Data Cloud.

QUESTION 2

What is the result of a segmentation criteria filtering on City | Is Equal To | `San Jose`?

- A. Cities containing `San Jose`, `San Jose`, `san jose`, or `san jose`
- B. Cities only containing `San Jose` or `San Jose`
- C. Cities only containing `San Jose` or `san jose`
- D. Cities only containing `San Jose` or `san jose`

Correct Answer: C

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | `San Jose` will include cities that contain either `San Jose` or `san jose`.

QUESTION 3

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_activation_schedule.htm&type=5

QUESTION 4

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_data_harmonization.htm&type=5

QUESTION 5

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

Correct Answer: BC

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5

QUESTION 6

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

QUESTION 7

Which three Data Model objects do Reconciliation Rules operate across?

- A. Individual
- B. Party Identification
- C. Contact Point Email
- D. Contact
- E. Lead

Correct Answer: ABC

These are the three Data Model objects that Reconciliation Rules operate across. Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address. References: Identity Resolution Reconciliation Rules

QUESTION 8

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

- A. Metrics and Dimensions
- B. Dimensions



C. Metrics

D. Filters

Correct Answer: B

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

QUESTION 9

Which of the following cannot be used in Segmentation? (Choose 2)

A. Numeric Measures

B. Text Measures

C. Aggregate Functions

D. Date Time Measures

Correct Answer: BD

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

QUESTION 10

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

A. Modify All object permission enabled in Data Cloud org

B. Ingest Object permission is enabled in the CRM org

C. Create object permission enabled in Data Cloud org

D. View All object permission enabled in source CRM org

Correct Answer: D

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source



CRM org.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&type=5

QUESTION 11

How do the Data streams that use the Marketing Cloud Connector refresh data?

- A. Manually refreshed by CDP Admin
- B. Marketing Cloud's Automation Studio handles this process.
- C. APIs are used for refresh
- D. None of the above

Correct Answer: B

The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud's Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. References: Marketing Cloud Connector

QUESTION 12

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

Correct Answer: AB

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]

QUESTION 13

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.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=

QUESTION 14

What does the Ignore Empty Value option do in Identity Resolution?

- A. Ignores Individual object records with empty fields when running Identity Resolution rules
- B. Ignores empty fields when running any custom match rules
- C. Ignores empty fields when running reconciliation rules
- D. Ignores empty fields when running the standard match rules

Correct Answer: C

The Ignore Empty Value option is a setting for reconciliation rules, which determine the logic for data selection in a unified profile. If this option is enabled, empty fields are ignored when applying the reconciliation rule. For example, if the rule is to select the most frequent value, and one of the values is empty, it will not be counted as a frequency.

QUESTION 15

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Mutable
- B. Inconsistent
- C. Immutable
- D. None of the above

Correct Answer: C

The type of the Event Time Field while ingesting Engagement data should be Immutable. Immutable means that the field value cannot be changed once it is ingested. The Event Time Field is a mandatory field for Engagement data that represents the timestamp of when an event occurred. It is important to keep this field immutable to ensure the accuracy



and consistency of the event data. References: Engagement Data Model

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