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QUESTION 1

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.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_connectors.htmandtype=5

QUESTION 2

Which data sources are available from Marketing Cloud as a starter bundle?

A. Email, Cloud Pages, Einstein Web and Email Recommendations

B. Email, MobileConnect, MobilePush and GroupConnect

C. Email, Mobile Connect, and Einstein Engagement Scoring

D. Email, MobileConnect and MobilePush

Correct Answer: D

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces,

unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htmandtype=5

QUESTION 3

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

Correct Answer: A

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.htmandtype=5

QUESTION 4

What is a unique requirement of a Streaming Insight query?

A. A dimension

B. A measurement

C. A window function

D. A WHERE clause

Correct Answer: C

A window function is a unique requirement of a Streaming Insight query. It defines the time interval for the query to run on the streaming data and the frequency of the query execution. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htmandtype=5

QUESTION 5

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 6

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

A. Unified Individual > Individual > Sales Order

B. Unified Individual > Unified Link Individual > Sales Order

C. Sales Order > Unified Individual

D. Sales Order > Individual > Unified Individual

Correct Answer: B

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

Unified Individual: This DMO represents the unified profile of an individual, which contains attributes from multiple sources.

Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can

access the sales order data for each unified individual and calculate their lifetime value.

QUESTION 7

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

A. Profile

B. Unified Individual only

C. Engagement

D. Other

Correct Answer: B

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.

QUESTION 8

How can attribute names be modified to match a naming convention in Cloud File Storage target?

A. Update attribute names in the data stream configuration

B. Update field names in the data model

C. Set preferred attribute names when configuring activation

D. Use a formula field to update the field name in an activation

Correct Answer: B

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htmandtype=

QUESTION 9

What is the maximum limit of the number of records for Full Refresh Extract Method?

A. 10 million

B. 40 million

C. 50 million

D. No hard limit

Correct Answer: A

The maximum limit of the number of records for Full Refresh Extract Method is 10 million. Full Refresh Extract Method is an option for extracting data from Marketing Cloud to Data Cloud. It extracts all records from a data extension regardless of when they were created or modified. If the number of records exceeds 10 million, an error occurs and no records are extracted. References: Extract Methods

QUESTION 10

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

Correct Answer: B

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.

QUESTION 11

A customer has a custom \\'Customer_Email_c\\' object related to the standard \\'Contact\\' object in Salesforce CRM. To which data entity is this mapped?

A. Contact

B. Contact Point Email

C. Custom \\'Customer_Email\\' Object

D. Individual

Correct Answer: B

The custom `Customer_Email_c\\' object related to the standard `Contact\\' object in Salesforce CRM should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

QUESTION 12

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

Correct Answer: ADE

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.

QUESTION 13

When can the data types be changed during ingestion?

A. After the DSO is created

B. Before DSO is created

C. Data type can never be changed

D. Data type can be changed at any time

Correct Answer: B

The data types can be changed during ingestion before the Data Source Object (DSO) is created. A DSO is a container for ingested data that defines the schema, format, and metadata of the data. Data types can be changed in the Data Explorer before creating a DSO by using the Edit Schema option. Once a DSO is created, the data types cannot be changed. References: Create a Data Source Object

QUESTION 14

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

Correct Answer: D

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.htmandtype=

QUESTION 15

Which type of measures with aggregate functions are supported?

A. Date

B. Text

C. Numeric

D. Boolean

Correct Answer: C

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean 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

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