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Vendor:Salesforce

Exam Code:SALESFORCE-DATA-CLOUD

Exam Name:Salesforce Data Cloud Accredited Professional

Version:Demo

QUESTION 1

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&language=en_US

QUESTION 2

What does the Source Sequence reconciliation rule do in Identity Resolution?

- A. Sets the priority of specific data sources when building attributes in a unified profile such as a first or last name
- B. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source
- C. Includes data from sources where the data is alphanumerically sequenced
- D. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources

Correct Answer: A

The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

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

Which two applications automatically create activation targets at the time the application is connected to Data Cloud?

- A. Personalization powered by Interaction Studio
- B. Amazon S3
- C. B2C Commerce
- D. Marketing Cloud Engagement

Correct Answer: AC

These two applications automatically create activation targets when they are connected to Data Cloud. You can use these targets to activate segments or calculated insights to these applications.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_activation.htm&type=5

QUESTION 5

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- B. 1: Many
- C. Many: Many
- D. None of the above

Correct Answer: B

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual. References: Data Model Overview

QUESTION 6

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 7

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 8

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

QUESTION 9

When creating a segment on an individual, what is the result of using two separate containers linked by an AND: At Least 1 of GoodsProduct.Color Is Equal To 'red' AND At Least 1 of GoodsProduct.PrimaryProductCategory Is Equal To shoes?

- A. Individuals who purchased at least 1 of any red product and also purchased at least 1 pair of shoes
- B. Individuals who purchased at least 1 'red shoes' as a single line item in a purchase
- C. Individuals who purchased at least 1 'red shoes'. 1 of any red item, or 1 of any 'shoes' item in a purchase
- D. Individuals who made a purchase of at least 1 of only 'red shoes' and nothing else

Correct Answer: A

According to the Data Cloud documentation, when using two separate containers linked by an AND operator, the segment includes individuals who meet both conditions. In this case, the segment includes individuals who purchased at least one product with the color attribute equal to 'red', and also purchased at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or in the same order line item.

QUESTION 10

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

- A. Custom fields on the Case objects are not supported for ingesting into Data Cloud
- B. Utilize the Salesforce Data Loader application to perform a bulk upload from a desktop
- C. The Data Cloud administrator does not need to do anything. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM
- D. The Salesforce Integration User is missing "Read" permissions on the newly created field

Correct Answer: D

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have "Read" permissions on that field. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

QUESTION 11

What should an administrator do to pause a segment activation but with the intent of using that segment again?

- A. Inactivate the segment
- B. Delete the segment
- C. Stop the Publish Schedule

D. Skip the Activation

Correct Answer: C

To pause a segment activation but with the intent of using that segment again, the administrator should stop the publish schedule for that segment. This will stop the segment from being refreshed and activated, but it will not delete or inactivate the segment. The administrator can resume the publish schedule at any time.

QUESTION 12

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Standard Objects
- B. Standard Big Objects
- C. Custom Big Objects
- D. Custom Objects

Correct Answer: AD

The Salesforce CRM connector supports ingestion of standard objects and custom objects from Salesforce CRM. Standard objects are predefined objects that are included with Salesforce CRM, such as Account, Contact, Lead, etc. Custom objects are objects that customers can create to store information that is specific to their organization or industry. References: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]