Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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NEW QUESTION 1
Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.
What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

A. Data Cloud will initiate a full refresh of data from $3 and will update the formula on all records.
B. Data Cloud will only update the formula on a go-forward basis for new records.
C. Data Cloud does not support formula field updates for data streams of type upsert.
D. Data Cloud will update the formula for all records at the next incremental upsert refresh.

Answer: D

Explanation:
A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

NEW QUESTION 2
A consultant is setting up a data stream with transactional data, Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

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

Answer: A

Explanation:
The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data123. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. References:
? Zeros at the start of a field appear to be omitted in Data Exports
? Keep First ‘0’ When Importing a CSV File
? Import and export address fields that begin with a zero or contain a plus symbol

NEW QUESTION 3
Cloud Kicks received a Request to be Forgotten by a customer.
In which two ways should a consultant use Data Cloud to honor this request? Choose 2 answers

A. Delete the data from the incoming data stream and perform a full refresh.
B. Add the Individual ID to a headerless file and use the delete from file functionality.
C. Use Data Explorer to locate and manually remove the Individual.
D. Use the Consent API to suppress processing and delete the Individual and related records fromsource data streams.

Answer: BD

Explanation:
To honor a Request to be Forgotten by a customer, a consultant should use Data Cloud in two ways:
? Add the Individual ID to a headerless file and use the delete from file functionality. This option allows the consultant to delete multiple Individuals from Data Cloud by uploading a CSV file with their IDs1. The deletion process is asynchronous and can take up to 24 hours to complete1.
? Use the Consent API to suppress processing and delete the Individual and related records from source data streams. This option allows the consultant to submit a Data Deletion request for an Individual profile in Data Cloud using the Consent API2. A Data Deletion request deletes the specified Individual entity and any entities where a relationship has been defined between that entity’s identifying attribute and the Individual ID attribute2. The deletion process is reprocessed at 30, 60, and 90 days to ensure a full deletion2. The other options are not correct because:
? Deleting the data from the incoming data stream and performing a full refresh will not delete the existing data in Data Cloud, only the new data from the source system3.
? Using Data Explorer to locate and manually remove the Individual will not delete the related records from the source data streams, only the Individual entity in Data Cloud. References:
? Delete Individuals from Data Cloud
? Requesting Data Deletion or Right to Be Forgotten
? Data Refresh for Data Cloud
? [Data Explorer]

NEW QUESTION 4
Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.
The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.
How should the Data Cloud consultant configure this activation?

A. Include Fund Type equal to "Mutual Fund" as a related attribut
B. Configure an activation based on the new segment with no additional attributes.

C. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
D. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
E. Include Fund Name and Fund Type by default for post processing in the target system.

Answer: B

Explanation:
To personalize the email content with information about each customer’s current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to “Mutual Fund” to ensure that only relevant data is sent. The other options are not correct because:
? A. Including Fund Type equal to “Mutual Fund” as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.
? C. Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to “Mutual Fund” to ensure that only relevant data is sent.
? D. Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION 5
A consultant wants to build a new audience in Data Cloud.
Which three criteria can the consultant include when building a segment? Choose 3 answers

A. Direct attributes
B. Data stream attributes
C. Calculated Insights
D. Related attributes
E. Streaming insights

Answer: ACD

Explanation:
A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:
? Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.
? Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.
? Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.
The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms. Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization.
References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION 6
A consultant is helping a beauty company ingest its profile data into Data Cloud. The company’s source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

A. Create a custom DMO from scratch that has all fields that are needed.
B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
C. Create custom fields on the standard Individual DMO.
D. Duplicate the standard Individual DMO and add the additional fields.

Answer: C

Explanation:
The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company’s data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:
? 1: Data Model Objects in Data Cloud

NEW QUESTION 7
A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).
Which matching rule criteria should a consultant recommend for the most accurate matching results?

A. Party Identification on Patient ID
B. Exact Last Name and Emil
C. Email Address and Phone
D. Fuzzy First Name, Exact Last Name, and Email

Answer: A

Explanation:
Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person. Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

NEW QUESTION 8
Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

A. Confirm the Create object permission is enabled in the Data Cloud org.
B. Confirm the View All object permission is enabled in the source Salesforce CRM org.
C. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
D. Confirm that the Modify Object permission is enabled in the Data Cloud org.

Answer: B

Explanation:
To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings1. Without this permission, the custom object will not be available in the New Data Stream configuration2. References:
? Manage Access with Data Cloud Permission Sets
? Object Permissions

NEW QUESTION 9
Which two common use cases can be addressed with Data Cloud? Choose 2 answers

A. Understand and act upon customer data to drive more relevant experiences.
B. Govern enterprise data lifecycle through a centralized set of policies and processes.
C. Harmonize data from multiple sources with a standardized and extendable data model.
D. Safeguard critical business data by serving as a centralized system for backup and disasterrecovery.

Answer: AC

Explanation:
Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are:
? Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.
? Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution.
The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.
References:
? Learn How Data Cloud Works
? About Salesforce Data Cloud
? Discover Use Cases for the Platform
? Understand Common Data Analysis Use Cases

NEW QUESTION 10
A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.
Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

A. Use an S3 Private Key Certificate.
B. Use an S3 Encrypted Username and Password.
C. Use a JWT Token generated on S3.
D. Use an S3 Access Key and Secret Key.

Answer: D

Explanation:
To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. References: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog
Learn more
1blob:https://www.bing.com/fed40cd6-30db-497b-a587-44e59b9e1f0bhelp.salesforce.com2blob:https://www.bing.com/ec651c64-71a9-4e79-94f1-3631d6942839developer.salesforce.com

NEW QUESTION 10
A consultant is integrating an Amazon 53 activated campaign with the customer's destination system.

In order for the destination system to find the metadata about the segment, which file on the 53 will
contain this information for processing?

A. The .txt file
B. The json file
C. The .csv file
D. The .zip file

Answer: B

Explanation:
The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file. The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION 15
Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.
Which Data Cloud component allows for this?

A. Nested segments
B. Segment exclusion
C. Calculated insights
D. Segment membership data model object

Answer: D

Explanation:
The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

NEW QUESTION 19
Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years. Which Data Cloud component allows for this?

A. Segment exclusion
B. Nested segments
C. Segment membership data model object
D. Calculated insights

Answer: C

Explanation:
Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.
The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.
References:
? Segment Membership Data Model Object
? Data Cloud Reports and Dashboards
? Create a Segment in Data Cloud

NEW QUESTION 23
When performing segmentation or activation, which time zone is used to publish and refresh data?

A. Time zone specified on the activity at the time of creation
B. Time zone of the user creating the activity
C. Time zone of the Data Cloud Admin user
D. Time zone set by the Salesforce Data Cloud org

Answer: D

Explanation:
The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish. Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION 27
A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis. What is the most efficient option to allow for this capability?

A. Create, publish, and deploy a data kit.
B. Create a reusable container block with common criteria.
C. Create a nested segment.
D. Create a segment and copy it for each brand.

Answer: B

Explanation:
The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.
The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.
References:
? Create a Container Block
? Create a Segment in Data Cloud
? Create and Publish a Data Kit
? Create a Nested Segment

NEW QUESTION 29
A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM. This custom object stores the email address a Contact that they want to use for activation. To which data entity is mapped?

A. Contact
B. Contact Point_Email
C. Custom customer Email c object
D. Individual

Answer: B

Explanation:
The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email c object. The other options are not the correct data entities to map to because:
? A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.
? C. The custom Customer Email c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.
? D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION 34
Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.
What should NTO do to ensure the best email address is activated?

A. Include Contact Point Email object Is Active field as a match rule.
B. Use the source priority order in activations to make sure a contact point from the desired sourceis delivered to the activation target.
C. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliationrule.
D. Set the default reconciliation rule to Last Updated.

Answer: B

Explanation:
NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

NEW QUESTION 35
A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting. Another team member works remotely in the Eastern time zone.
Which user will see their home time zone in the segment and activation schedule areas?

A. The team member in the Pacific time zone.
B. The team member in the Eastern time zone.

C. Neither team member; Data Cloud shows all schedules in GMT.
D. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user

Answer: D

Explanation:
The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:
? Data Cloud Time Zones
? Change default time zones for Users and the organization
? Change your time zone settings in Salesforce, Google & Outlook
? DateTime field and Time Zone Settings in Salesforce

NEW QUESTION 39
Where is value suggestion for attributes in segmentation enabled when creating the DMO?

A. Data Mapping
B. Data Transformation
C. Segment Setup
D. Data Stream Setup

Answer: C

Explanation:
Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 42
Which configuration supports separate Amazon S3 buckets for data ingestion and activation?

A. Dedicated S3 data sources in Data Cloud setup
B. Multiple S3 connectors in Data Cloud setup
C. Dedicated S3 data sources in activation setup
D. Separate user credentials for data stream and activation target

Answer: A

Explanation:
To support separate Amazon S3 buckets for data ingestion and activation, you need to configure dedicated S3 data sources in Data Cloud setup. Data sources are used to identify the origin and type of the data that you ingest into Data Cloud1. You can create different data sources for each S3 bucket that you want to use for ingestion or activation, and specify the bucket name, region, and access credentials2. This way, you can separate and organize your data by different criteria, such as brand, region, product, or business unit3. The other options are incorrect because they do not support separate S3 buckets for data ingestion and activation. Multiple S3 connectors are not a valid configuration in Data Cloud setup, as there is only one S3 connector available4. Dedicated S3 data sources in activation setup are not a valid configuration either, as activation setup does not require data sources, but activation targets5. Separate user credentials for data stream and activation target are not sufficient to support separate S3 buckets, as you also need to specify the bucket name and region for each data source2.
References: Data Sources Overview, Amazon S3 Storage Connector, Data Spaces Overview, Data Streams Overview, Data Activation Overview

NEW QUESTION 47
The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these
candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.
Which feature should a consultant recommend to achieve this goal?

A. Streaming data transform
B. Streaming insight
C. Calculated insight
D. Batch bata transform

Answer: B

Explanation:
A streaming insight is a feature that allows users to create and monitor real- time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:
? A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.
? A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.
? A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data

actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION 52
Which statement about Data Cloud's Web and Mobile Application Connector is true?

A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
B. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.
C. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
D. The connector schema can be updated to delete an existing field.

Answer: B

Explanation:
The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. References: Web and
Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION 54
A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.
Which two areas should the consultant review to help troubleshoot this issue? Choose 2 answers

A. The related engagement events occurred within the last 90 days.
B. The activations are referencing segments that segment on profile data rather than engagement data.
C. The correct path is selected for the related attributes.
D. The activated profiles have a Unified Contact Point.

Answer: AC

Explanation:
Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:
? For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.
? The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters.
The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

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