

Salesforce-Data-Cloud Dumps

Salesforce Data Cloud Accredited Professional Exam

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NEW QUESTION 1

What is a unique requirement of a Streaming Insight query?

- A. A dimension
- B. A measurement
- C. A window function
- D. A WHERE clause

Answer: C

Explanation:

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.htm&type=5

NEW QUESTION 2

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

Answer: ABD

Explanation:

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.htm&type=5

NEW QUESTION 3

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

Answer: B

Explanation:

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.htm&type=5

NEW QUESTION 4

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

- A. Numeric Measures
- B. Text Measures
- C. Aggregate Functions
- D. Date Time Measures

Answer: BD

Explanation:

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

NEW QUESTION 5

Which two characteristics describe the Customer 360 data model?

- A. A Conceptual Model
- B. A Static Model
- C. A Product Sold By Salesforce
- D. A Canonical Model

Answer: AD

Explanation:

The Customer 360 data model is a conceptual model and a canonical model. A conceptual model is a high-level representation of the entities and relationships in a domain of interest, without specifying any implementation details. A canonical model is a common and consistent data model that can be used across different systems and applications. References: [Customer 360 Data Model Overview], [Conceptual Model], [Canonical Model]

NEW QUESTION 6

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Individual
- B. Global Account
- C. Party
- D. Membership

Answer: C

Explanation:

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htm&type=5

NEW QUESTION 7

Which two dependencies need to be removed prior to disconnecting a data source?

- A. Activation Target
- B. Data Stream
- C. Segment
- D. Activation

Answer: BC

Explanation:

These are the two dependencies that need to be removed prior to disconnecting a data source. A data stream is a process that ingests data from a data source into Data Cloud. A segment is a group of customers that meet certain criteria based on their data. If a data source is disconnected, any data streams or segments that depend on it will no longer function properly. References: [Data Sources], [Data Streams], [Segments]

NEW QUESTION 8

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

Answer: C

Explanation:

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. References: [Field Types]

NEW QUESTION 9

When setting up the data source object or schema for data ingestion, what are the three data categories to select from?

- A. Engagement Data
- B. Event Data
- C. Other Data
- D. Order Data
- E. Profile Data

Answer: ADE

Explanation:

These are the three data categories to select from when setting up the data source object or schema for data ingestion. Engagement data includes information about how customers interact with a brand or product, such as clicks, views, likes, etc. Order data includes information about transactions or purchases made by customers, such as order ID, amount, date, etc. Profile data includes information about customers' attributes or preferences, such as name, email, gender, etc. References: [Data Categories]

NEW QUESTION 10

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

Answer: D

Explanation:

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. References: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION 10

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

Answer: C

Explanation:

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=5

NEW QUESTION 12

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report
- C. Segment
- D. Dashboard

Answer: AC

Explanation:

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows you to create complex calculations based on stored data, such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

NEW QUESTION 14

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

Answer: AB

Explanation:

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]

NEW QUESTION 18

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

Answer: AD

Explanation:

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]

NEW QUESTION 21

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

Answer: B

Explanation:

To create a Cloud File Storage activation target, you need to provide access and secret keys for authentication. These keys are generated by your cloud storage provider, such as Amazon S3 or Google Cloud Storage.

NEW QUESTION 22

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

Answer: C

Explanation:

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.

NEW QUESTION 25

What does it mean to build a trust-based, first-party data asset?

- A. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud
- B. Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- C. Obtain competitive data from reliable sources through interviews, surveys, and polls
- D. Ensure opt-in consents are collected for all email marketing as required by law

Answer: B

Explanation:

This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way. References: <https://www.salesforce.com/products/genie/overview/>

NEW QUESTION 27

Which configuration can support separate Amazon S3 buckets for data ingestion and activation?

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

Answer: B

NEW QUESTION 30

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