Salesforce Data Cloud Consultant Exam Questions

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Demo Questions: 30
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Question: 1

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target. Which two actions are required when configuring the activation? Choose 2 answers

A: Add additional attributes.

B: Choose a segment.

C: Select contact points.

D: Add the calculated insight in the activation.

Correct Answer:

B, C

Explanation:

When configuring an activation in Salesforce Data Cloud, the primary goal is to send a specific audience to a target system. The configuration process requires two fundamental selections. First, the user must choose the segment, which defines the "who" or the audience to be activated. Second, the user must select the contact points (e.g., email address, phone number), which define "how" the individuals in the segment will be contacted by the destination platform, such as Marketing Cloud. These two steps are mandatory to create a valid activation.

Why Incorrect Options are Wrong:

A: Add additional attributes. This is an optional step. While useful for sending more data to the activation target, it is not a required action to complete the activation configuration.

D: Add the calculated insight in the activation. The calculated insight (CI) is used to compute scores that are then used as criteria for building the segment. The CI itself is not added to the activation; the segment built from its results is.

References:

1. Salesforce Help: Create an Activation. This official documentation outlines the step-by-step process for creating an activation. It explicitly lists "Select a Segment" and "Select Contact Points" as required steps in the workflow.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acreateactivation.htm&type=5

Specific Sections: The steps "Select a Segment" and "Select Contact Points" are detailed as core parts of the configuration process. The "Add Attributes" step is presented as an optional enhancement.

Question: 2

A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations. Which configuration change should a consultant consider in order to increase the consolidation rate?

A: Change reconciliation rules to Most Occurring.

B: Increase the number of matching rules.

C: Include additional attributes in the existing matching rules.

D: Reduce the number of matching rules.

Correct Answer:

B

Explanation:

The consolidation rate is the percentage of source profiles merged into unified profiles. A low rate indicates that the matching criteria are too restrictive, preventing many source profiles from being identified as belonging to the same individual. To increase the consolidation rate, the matching logic must be broadened to identify more matches. Adding more matching rules provides additional criteria sets (e.g., a new rule matching on First Name and Phone Number) under which profiles can be linked. This increases the likelihood of finding matches among the source profiles, leading to more consolidations and a higher consolidation rate.

Why Incorrect Options are Wrong:

A: Change reconciliation rules to Most Occurring. Reconciliation rules determine which data value survives in the unified profile after a match is made. They do not influence the matching process itself or the number of consolidations.

C: Include additional attributes in the existing matching rules. Adding more attributes to an existing rule (e.g., changing from matching on Email to Email + Last Name) makes the criteria stricter, which would likely decrease the number of matches and lower the consolidation rate.

D: Reduce the number of matching rules. Removing matching rules reduces the opportunities for profiles to be matched, which would lead to fewer consolidations and a lower consolidation rate, the opposite of the desired outcome.

References:

1. Salesforce Help - Match Rules: "Match rules define the logic to link multiple profiles from different data sources to a single person... Data Cloud processes match rules in the order they appear in the ruleset. If a match is found, Data Cloud stops processing and doesn't evaluate the remaining rules." This shows that adding more rules creates more opportunities for a match to be found.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionmatchrules.htm&type=5

2. Salesforce Help - Identity Resolution Rulesets: "A ruleset contains match rules and reconciliation rules. Match rules identify which records to group together into a unified individual profile." This clearly separates the function of match rules (consolidation) from reconciliation rules (data survivorship).

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionrulesets.htm&type=5

3. Salesforce Help - Identity Resolution Summary: Defines the Consolidation Rate as "The percentage of source profiles that are consolidated into unified profiles." To increase this rate, more source profiles must be consolidated, which is achieved by successfully matching them.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionsummary.htm&type=5

Question: 3

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.

Correct Answer:

D

Explanation:

To establish a connection for activating data from Salesforce Data Cloud to an Amazon S3 bucket, the required authentication method is an AWS Access Key and its corresponding Secret Key. During the configuration of the S3 activation target within Data Cloud, these credentials must be provided to grant programmatic access to the specified S3 bucket. This is the standard and documented procedure for authenticating the Data Cloud service with AWS S3 for data export operations.

Why Incorrect Options are Wrong:

A: Use an S3 Private Key Certificate. This is incorrect. While certificates are used in some AWS authentication scenarios (like for IoT devices), the standard Data Cloud S3 connector does not use private key certificates for authentication.

B: Use an S3 Encrypted Username and Password. This is incorrect. Amazon S3 does not use a username and password system for programmatic API access; it relies on access keys for authentication.

C: Use a JWT Token generated on S3. This is incorrect. While JWTs can be used for temporary credentials via AWS STS, the persistent connection setup in Data Cloud requires the long-term Access Key and Secret Key.

References:

Salesforce Help. (2024). Create an Amazon S3 Activation Target in Data Cloud. Retrieved from

https://help.salesforce.com/s/articleView?id=sf.c360acreates3activationtarget.htm&type=5. This document explicitly lists "Access Key" and "Secret Key" as required fields for the setup.

AWS Identity and Access Management Documentation. (2024). Managing access keys for IAM users. Retrieved from https://docs.aws.amazon.com/IAM/latest/UserGuide/idcredentialsaccess-keys.html. This official AWS documentation describes access keys (access key ID and secret access key) as the standard long-term credentials for programmatic AWS CLI or AWS API requests.

Question: 4

A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours. Which two areas should a consultantreview to troubleshoot this issue? (Choose 2 answers)

A: Review data transformationsto ensure they're run after calculated insights.

B: Review calculated insights to make sure they're run before segments are refreshed.

C: Review segments to ensure they're refreshed after the data is ingested.

D: Review calculated insights to make sure they're run after the segments are refreshed.

Correct Answer:

B, C

Explanation:

The described 24-hour data delay, despite a 12-hour activation frequency, points to a latency issue in the data processing pipeline that precedes activation. The two primary areas where such a delay can be introduced are the refresh schedules for segments and any Calculated Insights (CIs) they depend on. A segment must be refreshed after new data is ingested to be current. Similarly, if a segment uses CIs, those CIs must be calculated and refreshed with new data before the segment refresh begins. Misaligned or infrequent schedules for either of these processes will result in the activation publishing stale data.

Why Incorrect Options are Wrong:

A: Review data transformations to ensure they're run after calculated insights. This describes an incorrect processing order. Data transformations prepare data that Calculated Insights may then use; they should run before CIs.

D: Review calculated insights to make sure they're run after the segments are refreshed. This is the wrong sequence. Calculated Insights provide data for segments, so they must be refreshed before the segment to be included in that segment's population.

References:

1. Salesforce Help - Segmentation in Data Cloud: "When you publish a segment, Data Cloud creates the segment and its corresponding records. You can set the segment to refresh on a recurring schedule (either daily or weekly) or as a one-time event." This highlights that the segment's own refresh schedule is a critical point to review for data

freshness. (Source: Salesforce Help, "Publish a Segment," URL: https://help.salesforce.com/s/articleView?id=sf.c360apublishsegment.htm&type=5)

2. Salesforce Help - Calculated Insights in Data Cloud: "After a calculated insight is created, it’s available for use in a segment." This establishes the dependency: CIs are created first, then used in segments. Therefore, for a segment to have fresh data from a CI, the CI must be refreshed before the segment is. (Source: Salesforce Help, "Calculated Insights," URL: https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5)

Question: 5

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud. Which engagement channel data will require custom integration?

A: SMS

B: Email

C: CloudPage

D: Mobile push

Correct Answer:

C

Explanation:

The standard Marketing Cloud Connector for Data Cloud provides out-of-the-box data bundles for key engagement channels. These bundles automatically stream data from Email Studio (email), MobileConnect (SMS), and MobilePush. However, data from CloudPages, such as page views or form submissions, is not included in these pre-configured bundles. Ingesting CloudPage data into Data Cloud requires a custom integration, typically involving the Marketing Cloud API to extract the data and the Data Cloud Ingestion API or another method to load it.

Why Incorrect Options are Wrong:

References:

Salesforce Help, Marketing Cloud Connector for Data Cloud: This document details the available data bundles. It explicitly lists Email Studio, MobileConnect, and MobilePush as standard bundles. CloudPages is not listed, confirming it requires a custom approach. (URL: https://help.salesforce.com/s/articleView?id=sf.c360amcconnector.htm&type=5)

Salesforce Help, Data Ingestion in Data Cloud: This page outlines various methods for bringing data into Data Cloud, including APIs and Mulesoft, which would be used for custom integrations like ingesting CloudPage data. (URL: https://help.salesforce.com/s/articleView?id=sf.c360adataingestion.htm&type=5)

Question: 6

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

A: Cities containing 'San Jose', 'San José', 'san josé, or 'san jose'

B: Cities only containing 'San José or 'san josé'

C: Cities only containing 'San José' or 'San Jose'

D: Cities only containing 'San Jose' or 'san jose'

Correct Answer:

B

Explanation:

In Marketing Cloud Data Filters, the string operator “Is equal to” performs a case-insensitive but accent-sensitive comparison (collation SQLLatin1GeneralCP1CIAS used by the underlying SQL Server). Therefore the filter City = “San José” returns every record whose City value matches the exact character sequence “San José”, regardless of upper/lower case, but it will not match strings where the acute accent on “é” is missing. Consequently, both “San José” and “san josé” qualify, whereas “San Jose” or “san jose” do not.

Why Incorrect Options are Wrong:

A: Includes values lacking the accented “é”; accent-sensitive comparison excludes them.

C: “San Jose” (no accent) is not equal because accents differ.

D: Both listed values omit the accent, so neither matches the equality test.

References:

1. Salesforce Help, “Create a Data Filter” – note under String operators: “Equals is not case-sensitive.” (https://help.salesforce.com/s/articleView?id=sf.mcesdatafiltercreate.htm)

2. Microsoft SQL Server Docs, “Collations: CIAS – case-insensitive, accent-sensitive.” (https://learn.microsoft.com/en-us/sql/relational-databases/collations/collation-designators)

Question: 7

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users. What should the consultant do to accomplish this?

A: Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.

B: Use formula fields based on the Account Country field to filter incoming records.

C: Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.

D: Use the data spaces feature and apply filtering on the Account data lake object based on Country.

Correct Answer:

D

Explanation:

Data Spaces are the designated feature in Data Cloud for creating logical partitions of data, metadata, and processes. This allows an organization to segregate data for different brands, regions, or user groups within a single instance. To meet the requirement, a consultant would create distinct Data Spaces and then apply a filter on the Account Data Lake Object (DLO) within each space. This filter would use the 'Country' field to ensure that each Data Space only contains and processes the data relevant to that specific country, effectively segregating it for the users assigned to that space.

Why Incorrect Options are Wrong:

A: Salesforce sharing rules govern record visibility within the source Salesforce CRM organization, but they do not natively control data segregation within the Data Cloud platform itself.

B: Formula fields are used to compute new values on a record in Salesforce CRM. They are not a mechanism for filtering which records are ingested into Data Cloud.

C: While streaming transforms can filter data rows during ingestion, their primary purpose is data shaping and cleansing, not creating segregated environments for user access and processing. Using them for segregation is inefficient.

References:

1. Salesforce Help: Data Spaces in Data Cloud: "Data spaces let you logically partition your Data Cloud data, metadata, and processes. For example, you can set up data spaces for different brands, regions, or departments to provide data separation and isolation."

URL: https://help.salesforce.com/s/articleView?id=sf.c360adataspaces.htm&type=5

2. Salesforce Help: Filter Data in a Data Space: "After you create a data space, you can apply data filters to data lake objects (DLOs) to specify the records that are included in the data space... For example, you can filter an Account DLO by country to create a regional data space."

URL: https://help.salesforce.com/s/articleView?id=sf.c360adataspacefilters.htm&type=5

Question: 8

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why. What are two likely explanations for the increase? (Choose two.)

A: Duplicates have been removed from source system data streams.

B: Identity resolution rules have been added to the ruleset to increase the number of matched profiles.

C: New data sources have been added to Data Cloud that largely overlap with the existing profiles.

D: Identity resolution rules have been removed to reduce the number of matched profiles.

Correct Answer:

B, C

Explanation:

The consolidation rate is the percentage of source profiles that are merged into unified profiles. The formula is (1 - (Number of Unified Individuals / Number of Source Individuals)) 100. An increase in this rate signifies that more source profiles are being consolidated into a smaller number of unified profiles.

Adding more effective identity resolution rules (B) directly increases the number of matches found, thus reducing the count of unified individuals relative to the source individuals. Similarly, adding new data sources that have a high degree of overlap with existing data (C) increases the number of source individuals without a proportional increase in unique, unified individuals, thereby increasing the consolidation rate.

Why Incorrect Options are Wrong:

A: Removing duplicates from source systems would decrease the number of source profiles needing consolidation, which would typically lower, not raise, the consolidation rate.

D: Removing identity resolution rules would result in fewer matches, leading to more, separate unified profiles and consequently a lower consolidation rate.

References:

1. Salesforce Help: Monitor Identity Resolution Processing. This document defines the consolidation rate and its formula, confirming that a higher rate means more effective consolidation. It states, "Consolidation Rate: The percentage of unified profiles from the

total number of source profiles." This supports the core logic that reducing the ratio of unified to source profiles increases the rate.

URL: https://help.salesforce.com/s/articleView?id=sf.c360airmonitoring.htm&type=5

2. Salesforce Help: Identity Resolution Match Rules. This document explains that match rules are the mechanism for identifying matching records. Adding more rules (Option B) or making them less strict increases the likelihood of finding matches, which is the direct mechanism for increasing consolidation.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionmatchrules.htm&type=5

3. Salesforce Help: Prepare for Identity Resolution. This guide discusses the impact of data sources. Adding a new, overlapping data source (Option C) provides more records to be consolidated against the existing profile base, directly impacting the consolidation rate calculation by increasing the denominator (source individuals) more than the numerator (unified individuals).

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionprepare.htm&type=5

Question: 9

What is Data Cloud's primary value to customers?

A: To provide a unified view of a customer and their related data

B: To create personalized campaigns by listening, understanding, and acting on customer behavior

C: To connect all systems with a golden record

D: To create a single source of truth for all anonymous data

Correct Answer:

A

Explanation:

The primary value of Salesforce Data Cloud is to ingest data from disparate sources, and then cleanse, harmonize, and unify it to create a single, comprehensive profile for each customer. This unified view, often called the Customer 360, serves as the foundational asset. It provides a single source of truth that enables all subsequent actions, such as segmentation, analytics, and personalized engagement across marketing, sales, and service, making it the core value proposition.

Why Incorrect Options are Wrong:

B: Creating personalized campaigns is a key application or outcome of using Data Cloud, but it is not the primary value itself. This action is enabled by the unified view.

C: While Data Cloud creates a "golden record," this is a technical term for the output. "Unified view of a customer" more accurately describes the business value and strategic asset provided.

D: This is incorrect because Data Cloud's purpose is to unify all customer data, including both known and anonymous data, and to resolve identities between them, not just manage anonymous data.

References:

1. Salesforce Help - Get to Know Data Cloud: "Data Cloud helps you unify all your customer data to create a single, actionable view of your customer... This complete customer profile, or Customer 360, is available across the entire Salesforce platform." This directly supports the concept of a "unified view" as the central function.

URL: https://help.salesforce.com/s/articleView?id=sf.c360agetstarted.htm&type=5

2. Salesforce Trailhead - Data Cloud for Marketing Basics: "Data Cloud helps you create a single, unified customer profile that can be used to build and activate audiences... It’s all about connecting data to get a 360-degree view of your customer." This highlights the unified profile as the foundational element.

URL: https://trailhead.salesforce.com/content/learn/modules/data-cloud-for-marketing-basics/get-to-know-data-cloud-for-marketing

3. Salesforce Developers - Data Cloud Unification: The documentation details the Identity Resolution process which "evaluates records from different data sources and builds a Unified Individual link graph." The result of this process is the unified profile.

URL: https://developer.salesforce.com/docs/atlas.en-us.datacloudsegmentationactivation.meta/datacloudsegmentationactivation/cdpidentityresolutionoverview.htm

Question: 10

Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual. What should the consultant do to address this issue?

A: Modify the existing ruleset to use fewer matching rules, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.

B: Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

C: Create and run a new ruleset with fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

D: Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.

Correct Answer:

B

Explanation:

The core issue is over-matching (false positives) due to overly lenient match rules. The solution is to introduce stricter criteria (e.g., requiring a match on both email and name, not just email). The best practice in Data Cloud for modifying rulesets is to create a new one rather than editing the live version. This allows the new, stricter ruleset to be run and its results to be formally compared against the original, active ruleset. This comparison provides clear metrics on the impact of the changes. Once the results are verified and approved, the new ruleset can be activated, ensuring a controlled and validated migration.

Why Incorrect Options are Wrong:

A: Modifying an existing ruleset directly is not best practice, and "fewer" rules is the incorrect solution for over-matching; stricter rules are needed.

C: While creating a new ruleset is the correct process, using "fewer" matching rules would likely worsen the over-matching problem, not solve it.

D: Although it correctly identifies the need for stricter criteria, modifying an existing, active ruleset is riskier than creating a new one for testing and comparison.

References:

1. Salesforce Help - Identity Resolution Ruleset Reconciliation and Activation: This document outlines the standard workflow: "After you create and run an identity resolution ruleset, you can review the results and compare them with other rulesets. When you're satisfied with the results, you can activate the ruleset to start creating unified individual profiles." This supports the "create new, compare, and migrate (activate)" process described in the correct answer.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionrulesetreconciliation.htm&type=5

2. Salesforce Help - Match Rules: This page explains the components of match rules. To correct over-matching, one would make the rules stricter, for example, by adding more criteria to a single rule (e.g., Email and First Name) or using more precise normalization (e.g., Exact instead of Fuzzy). This supports the "stricter matching criteria" part of the answer.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionmatchrules.htm&type=5

Question: 11

Data Cloud receives a nightly file of all ecommerce transactions from the previous day. Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages. What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

A: Ensure the activations are set to Incremental Activation and automatically publish every hour.

B: Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.

C: Set a refresh schedule for the calculated insights to occur every hour.

D: Ensure the segments are set to Rapid Publish and set to refresh every hour.

Correct Answer:

B

Explanation:

The most effective solution is to orchestrate the data processing steps to ensure they run in the correct sequence after the nightly data file is ingested. Salesforce Flow is the designated tool for this orchestration. A Flow can be triggered by the new data, which then calls the "Refresh Calculated Insight" action, followed by the "Refresh Segment" action. This ensures that the calculated insights and segments are updated with the latest transaction data before the scheduled activations run, guaranteeing data accuracy for the campaigns.

Why Incorrect Options are Wrong:

A: Incremental Activation only sends changed records to the activation target; it does not trigger the upstream refresh of calculated insights or segments, which is the core requirement.

C: Refreshing calculated insights hourly is inefficient since the source data is only updated nightly. This approach does not guarantee the refresh happens after the new data is available and before the segment refresh.

D: Rapid Publish cannot be used for segments that are built with calculated insights. This option is technically incompatible with the scenario's requirements.

References:

1. Flow for Data Cloud Orchestration: Salesforce Help documentation details using Flow to automate and orchestrate Data Cloud jobs. The "Refresh Calculated Insight" and "Refresh Segment" are available as invocable actions within Flow, demonstrating this is the intended pattern for managing dependencies.

Salesforce Help. (2024). Automate Data Cloud Processes with Flow. Retrieved from https://help.salesforce.com/s/articleView?id=sf.c360aflow.htm&type=5

2. Rapid Segment Publish Limitations: The official documentation explicitly states that segments using calculated insights are not eligible for Rapid Publish.

Salesforce Help. (2024). Segment on Data Cloud. Retrieved from https://help.salesforce.com/s/articleView?id=sf.c360asegmentation.htm&type=5 (See section on Segment Publish Types/Limitations).

3. Calculated Insights Refresh: Calculated Insights must be refreshed to process new data from data lake objects. This refresh can be scheduled or triggered via API/Flow.

Salesforce Help. (2024). Calculated Insights. Retrieved from https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5

Question: 12

A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing. What should a consultant recommend in this scenario?

A: Use batch transforms to create a second data lake object.

B: Create a junction object in Salesforce CRM and modify the ingestion strategy.

C: Clone the data source object.

D: Create a data kit from the data lake object and deploy it to the same Data Cloud org.

Correct Answer:

A

Explanation:

A batch data transform is the appropriate tool within Data Cloud to reshape data after ingestion. It allows a consultant to write a SQL query that reads from the source Data Lake Object (DLO) containing the combined loyalty data. The query can then "unpivot" or split each source record into two separate records—one for hotel points and one for airline points—and write these new, structured records into a new target DLO. This directly achieves the client's goal of separating the point systems for better processing within Data Cloud without altering the source system.

Why Incorrect Options are Wrong:

B: Create a junction object in Salesforce CRM and modify the ingestion strategy. This proposes a significant change to the source data model in Salesforce CRM, which is often complex and unnecessary when the transformation can be handled within Data Cloud itself.

C: Clone the data source object. Cloning the data source object would simply create a duplicate data stream and DLO with the exact same combined data, failing to split the records as required.

D: Create a data kit from the data lake object and deploy it to the same Data Cloud org. Data kits are designed for packaging and deploying metadata configurations between different Data Cloud orgs, not for transforming data records within the same instance.

References:

Salesforce Help, "Data Transforms in Data Cloud": "Use a data transform to create a new or update a target data lake object (DLO) by transforming fields from one or more source DLOs. To create a data transform, write a SQL query to choose which source fields to transform." This documentation confirms that data transforms are the designated feature for this type of data manipulation.

URL: https://help.salesforce.com/s/articleView?id=sf.c360adatatransforms.htm&type=5

Salesforce Help, "Create a Batch Data Transform": This guide details the process of creating a transform, which involves selecting source DLOs, writing a SQL expression to define the transformation logic, and specifying a target DLO for the output. This process directly maps to the solution required in the scenario.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360acreateadatatransform.htm&type=5

Question: 13

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

A: Is Today

B: Is Birthday

C: Is Between

D: Is Anniversary Of

Correct Answer:

D

Explanation:

The Is Anniversary Of operator is designed specifically for use cases like birthday campaigns. It compares the month and day of a date attribute (for example, a BirthDate field) with the month and day of the date the segment is processed. This allows the segment to dynamically include individuals whose birthday is on the current day, regardless of their birth year, which is the exact requirement for a daily evaluated birthday campaign.

Why Incorrect Options are Wrong:

A: Is Today: This operator is incorrect because it compares the full date (day, month, and year). It would only match individuals born on the exact current date, not those celebrating a birthday.

B: Is Birthday: This is not a documented operator in Data Cloud. While it describes the business use case, Is Anniversary Of is the actual technical operator used to achieve this functionality.

C: Is Between: This operator is incorrect as it checks if a date falls within a static range. It is not suitable for a dynamic, daily check for a recurring event like a birthday.

References:

Salesforce Help - Segmentation Operators in Data Cloud: This official documentation lists and describes the available operators for segmentation. It specifies that Is Anniversary Of "Compares the month and day of a date attribute with the month and day of the segment run date." This directly supports its use for a daily birthday campaign. (URL: https://help.salesforce.com/s/articleView?id=sf.c360asegmentationoperators.htm&type=5)

Salesforce Help - Segment on Date Fields: This guide provides examples of date-based segmentation and explicitly states, "To create a segment for a birthday campaign, use the Is Anniversary Of operator." (URL: https://help.salesforce.com/s/articleView?id=sf.c360asegmentondatefields.htm&type=5)

Question: 14

A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required. What is the minimum permission set needed to accommodate this use case?

A: Data Cloud for Marketing Specialist

B: Data Cloud Admin

C: Data Cloud for Marketing Data Aware Specialist

D: Data Cloud User

Correct Answer:

A

Explanation:

The user's requirements include reviewing ingested data, validating its modeling, and making necessary changes. This combination of tasks requires more than read-only access. The Data Cloud for Marketing Specialist permission set is the minimum set that grants these capabilities. It allows a user to manage data streams, which includes viewing ingested data in the Data Explorer and modifying the DLO-to-DMO field mappings. This directly addresses the need to review, validate, and make changes to the data model configuration.

Why Incorrect Options are Wrong:

B: Data Cloud Admin: This permission set provides full administrative access to all Data Cloud features. While it would allow the user to perform the tasks, it is not the minimum required permission set.

C: Data Cloud for Marketing Data Aware Specialist: This permission set is designed for read-only access to view data, segments, and insights. It does not grant the permissions needed to "make changes" to data mappings or configurations.

D: Data Cloud User: This is a basic, read-only permission set. It allows viewing of Data Cloud features but explicitly lacks the ability to modify configurations, which is a key requirement of the scenario.

References:

Salesforce Help: Standard Permission Sets in Data Cloud. This document outlines the capabilities of each standard permission set. It specifies that the "Data Cloud for Marketing Specialist" can "Manage data streams, identity resolution, calculated insights, segments, and activations," which includes the modification rights required. In contrast, it describes the "Data Cloud for Marketing Data Aware Specialist" and "Data Cloud User" as having read-only access.

URL: https://help.salesforce.com/s/articleView?id=sf.c360aadminpermsets.htm&type=5

Question: 15

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 a JWT Token generated on S3.

B: Use an S3 Private Key Certificate.

C: Use an S3 Encrypted Username and Password.

D: Use an S3 Access Key and Secret Key.

Correct Answer:

D

Explanation:

To establish a connection for activating data from Salesforce Data Cloud to an Amazon S3 bucket, the standard and required authentication method is the use of an S3 Access Key and a corresponding Secret Key. These credentials are generated through AWS Identity and Access Management (IAM) for a user or role. Data Cloud uses these keys to programmatically sign API requests, authenticating itself and gaining the necessary permissions to write data files into the designated S3 bucket.

Why Incorrect Options are Wrong:

A: Use a JWT Token generated on S3: JWTs are not the native authentication mechanism for direct, programmatic S3 API access. S3 relies on the AWS Signature V4 signing process, which uses access keys.

B: Use an S3 Private Key Certificate: Private key certificates are typically used for client-side SSL/TLS validation, not for authenticating the identity of the API caller to the S3 service itself.

C: Use an S3 Encrypted Username and Password: Amazon S3 does not use a username and password authentication model for programmatic access. This method is incorrect for S3 API interactions.

References:

Salesforce Help Documentation: "Create an Amazon S3 Activation Target in Data Cloud". This official guide explicitly lists "Access Key" and "Secret Key" as required fields for setting up the connection.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acreateans3activationtarget.htm&type=5

AWS Documentation: "Managing access keys for IAM users". This document details the creation and use of access keys (Access Key ID and Secret Access Key) as the long-term credentials for making programmatic requests to AWS services, including S3.

URL: https://docs.aws.amazon.com/IAM/latest/UserGuide/idcredentialsaccess-keys.html

Question: 16

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources. Which two functional areas should the consultant highlight in relation to managing customer data? (Choose two.)

A: Unified Profiles

B: Data Harmonization

C: Master Data Management

D: Data Marketplace

Correct Answer:

A, B

Explanation:

Salesforce Data Cloud directly addresses the challenge of disjointed data sources through two primary functional areas. First, Data Harmonization involves mapping data from various sources to the standard Cloud Information Model (CIM). This transforms disparate data into a common, understandable format. Second, Data Cloud uses identity resolution to merge these harmonized records, creating Unified Profiles. This process consolidates fragmented customer information into a single, comprehensive view, providing a holistic understanding of each individual. These two functions work together to turn fragmented data into actionable, unified customer intelligence.

Why Incorrect Options are Wrong:

C: Master Data Management: This is a broad enterprise discipline. While Data Cloud performs customer-centric data management, it is not a full-scope Master Data Management (MDM) system, which typically governs multiple data domains (product, supplier, etc.).

D: Data Marketplace: This function is for enriching profiles with third-party data, not for resolving and managing a company's existing, internal disjointed data sources.

References:

1. Salesforce Help, Map Data to the Data Cloud Model: "After you create a data stream, map your data source objects to data model objects (DMOs). This process is called data mapping, and it harmonizes your source data with the Customer 360 Data Model."

URL: https://help.salesforce.com/s/articleView?id=sf.c360amapdatatodmo.htm&type=5

2. Salesforce Help, Identity Resolution in Data Cloud: "Identity Resolution is the process of unifying disparate profiles into one single profile... The result of the identity resolution process is a Unified Profile that provides a single, consolidated view of your customer."

URL: https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolution.htm&type=5

3. Salesforce Help, Data Cloud Concepts: "Data Cloud ingests, harmonizes, and unifies data from various sources to create a single, actionable view of the customer."

URL: https://help.salesforce.com/s/articleView?id=sf.c360agetstartedconcepts.htm&type=5

Question: 17

A consultant wants to confirm the Identity resolution they Just set up. Which two features can the consultant use to validate the data on a unified profile? (Choose 2 answers)

A: Identity Resolution

B: Data Actions

C: Data Explorer

D: Query API

Correct Answer:

C, D

Explanation:

To validate the data on a unified profile, a consultant can use two primary methods. The Data Explorer provides a user interface within the Data Cloud to browse and view records in Data Model Objects (DMOs), including the Unified Individual object which stores the unified profiles. This allows for direct visual inspection. Alternatively, the Query API allows for programmatic access to Data Cloud data using SQL-like queries. A consultant can use it to retrieve specific records and fields from the Unified Individual object to programmatically verify the results of the identity resolution process.

Why Incorrect Options are Wrong:

A: Identity Resolution: This is the process that creates the unified profiles. It is the system being validated, not the tool used to inspect the output data.

B: Data Actions: Data Actions are used to trigger events or automations in other systems based on Data Cloud data, not for exploring or validating the data within Data Cloud.

References:

1. Data Explorer: Salesforce Help, Data Explorer in Data Cloud. "Use Data Explorer to view your data lake objects, data model objects, and calculated insights objects in Data Cloud." This includes the Unified Individual DMO.

URL: https://help.salesforce.com/s/articleView?id=sf.c360adataexplorer.htm&type=5

2. Query API: Salesforce Help, Query API. "Use the Query API to query Data Cloud data from data lake objects (DLOs), data model objects (DMOs), and calculated insights (CIOs)." This allows querying the Unified Individual DMO for validation.

URL: https://help.salesforce.com/s/articleView?id=sf.c360aqueryapi.htm&type=5

Question: 18

If a data source does not have a field that can be designated as a primary key, what should the consultant do?

A: Use the default primary key recommended by Data Cloud.

B: Create a composite key by combining two or more source fields through a formula field.

C: Select a field as a primary key and then add a key qualifier.

D: Remove duplicates from the data source and then select a primary key.

Correct Answer:

B

Explanation:

When a data source lacks a single, unique field to serve as a primary key, the standard and recommended practice is to create a composite key. In Salesforce Data Cloud, this is accomplished by creating a formula field on the data stream. This formula concatenates the values from two or more source fields whose combination is unique for each record. This new formula field is then designated as the primary key for the Data Lake Object (DLO), ensuring that each record can be uniquely identified for processing, identity resolution, and segmentation.

Why Incorrect Options are Wrong:

A: Data Cloud requires the user to explicitly define a primary key; it does not automatically recommend or generate a default key if one is missing.

C: A key qualifier is used to ensure a primary key is unique across different data sources, not to create uniqueness within a single data source.

D: While removing duplicates is a good data quality practice, it does not solve the structural problem of lacking a field that can guarantee uniqueness for future records.

References:

Salesforce Help, "Formula Field as a Primary Key in a Data Stream": This document explicitly states, "If your data stream doesn’t have a primary key, you can create one with a formula field. For example, you can create a composite key by combining two or more fields." This directly supports the creation of a composite key via a formula field.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360acreateaformulafieldasaprimarykey.htm&type=5

Salesforce Help, "Key Qualifiers": This page clarifies the purpose of key qualifiers: "A key qualifier makes a primary key unique across multiple data sources." This confirms that a key qualifier's role is not to establish uniqueness within a single source, making option C incorrect.

URL: https://help.salesforce.com/s/articleView?id=sf.c360akeyqualifiers.htm&type=5

Question: 19

A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally Identifiable information (PII). How should the fields be mapped to support identity resolution?

A: Create a new custom object with fields that directly match the incoming table.

B: Map all fields to the Customer object.

C: Map name to the Individual object and email address to the Contact Phone Email object.

D: Map all fields to the Individual object, adding a custom field for the email address.

Correct Answer:

C

Explanation:

The Salesforce Data Cloud canonical data model is structured to optimally support identity resolution. The correct practice is to map personal attributes like name to the Individual object and specific contact points, such as email addresses, to their corresponding Contact Point objects (e.g., Contact Point Email). This separation allows identity resolution rules to effectively use standardized contact point fields (like a normalized email address) for matching and unification, linking various source records to a single, unified Individual profile.

Why Incorrect Options are Wrong:

A: Create a new custom object with fields that directly match the incoming table.

B: Map all fields to the Customer object.

D: Map all fields to the Individual object, adding a custom field for the email address.

References:

1. Salesforce Help, Standard Data Model Objects in Data Cloud: This document outlines the standard objects. It specifies the Individual object is for "information about an individual person" and the Contact Point Email object is for "an individual's email address," showing their intended separation and relationship.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360astandarddatamodelobjects.htm&type=5

2. Salesforce Help, Map Data Model Objects: This guide details the process of mapping data streams. It emphasizes mapping to the standard objects in the Customer 360 Data Model, such as Individual and Contact Point Email, to prepare for identity resolution.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360amapdatamodelobjects.htm&type=5

3. Salesforce Help, Identity Resolution Match Rules: This page explains that match rules, which are the core of identity resolution, are configured on fields within the standard objects, such as "Normalized Email" from the Contact Point Email object or "Party Identification" from the Party Identification object.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360aidentityresolutionmatchrules.htm&type=5

Question: 20

A rideshare company wants to send an email to customers that provides a year-in-review with five "fun" trip statistics, such as destination, distance traveled, etc. This raw data arrives into Data Cloud and is not aggregated at source. The company creates a segment of customers that had at least one ride in the last 365 days. Following best practices, which solution should the consultant recommend in Data Cloud to personalize the content of the email?

A: Use a data transform to aggregate the statistics and map them to direct attributes on Individual to include in the activation.

B: Create five calculated insights for the activation and add dimension filters.

C: Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email.

D: Include related attributes in the activation for the last 365 days.

Correct Answer:

B

Explanation:

Calculated Insights are the purpose-built feature in Data Cloud for creating pre-calculated, aggregated metrics on customer profiles. For a "year-in-review," this feature allows the company to define and compute metrics like 'total distance traveled' or 'total number of trips' over the last 365 days. These aggregated statistics are then stored on the unified profile and can be easily included in an activation to personalize the email content in Marketing Cloud Engagement. This is the most efficient, scalable, and best-practice approach as the heavy computation is handled within Data Cloud before activation.

Why Incorrect Options are Wrong:

A: While a data transform can perform aggregations, Calculated Insights are the more specialized and recommended tool for creating reusable, profile-level metrics for segmentation and activation.

C: Using a data action is incorrect; they are for near real-time triggers. Performing aggregation with AMPscript at send time is highly inefficient and not a scalable best practice.

D: Including related attributes sends the raw, un-aggregated ride data to the activation target. It does not provide the required summarized statistics like "total distance."

References:

1. Calculated Insights: Salesforce Official Documentation, "Calculated Insights in Data Cloud". This source states, "With Calculated Insights, you can define and calculate multi-dimensional metrics on your entire digital state stored in Data Cloud... Use these insights for segmentation, activation, and personalization." This directly supports using Calculated Insights for the scenario's personalization needs.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5

2. Activation: Salesforce Official Documentation, "Create an Activation". The documentation shows that you can add attributes from the Unified Individual and Calculated Insights to an activation payload, confirming that CIs are a primary component for enriching activations.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acreateanactivation.htm&type=5

3. Data Actions: Salesforce Official Documentation, "Data Actions". This source clarifies that Data Actions are used to "send alerts or trigger actions... when a streaming insight or engagement event meets specified criteria," which is a different use case than batch aggregation for a campaign.

URL: https://help.salesforce.com/s/articleView?id=sf.c360adataactions.htm&type=5

Question: 21

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.

Correct Answer:

C

Explanation:

The most direct and recommended method is to add custom fields to the standard Individual data model object (DMO). The Individual DMO is the central object for a person's profile in Data Cloud. By adding custom fields like 'eye color' and 'skin type' directly to this standard DMO, the attributes become an integral part of the unified individual profile. This makes them readily available for use in both segmentation criteria and identity resolution match rules without creating unnecessary complexity or redundant objects.

Why Incorrect Options are Wrong:

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.

D: Duplicate the standard Individual DMO and add the additional fields.

References:

1. Salesforce Help - Data Model in Data Cloud: This document states, "If a standard DMO doesn’t meet your needs, you can create a custom DMO or add custom fields to a standard DMO." This directly supports extending the standard object.

URL: https://help.salesforce.com/s/articleView?id=sf.c360adatamodeloverview.htm&type=5

2. Salesforce Help - Create a Custom Field in a Data Model Object: This guide provides the procedure for adding custom fields, stating, "You can add custom fields to standard or custom data model objects (DMOs)."

URL: https://help.salesforce.com/s/articleView?id=sf.c360acreatecustomfieldindmo.htm&type=5

3. Salesforce Help - Individual Data Model Object: This page describes the Individual DMO as the "central hub of all information about a person in Data Cloud," reinforcing why custom attributes for a person should be added here.

URL: https://help.salesforce.com/s/articleView?id=sf.c360admoindividual.htm&type=5

Question: 22

A marketing manager at Northern Trail Outfitters wants to Improve marketing return on investment (ROI) by tapping into Insights from Data Cloud Segment Intelligence. Which permission set does a user need to set this up?

A: Data Cloud Data Aware Specialist

B: Data Cloud User

C: Cloud Marketing Manager

D: Data Cloud Admin

Correct Answer:

D

Explanation:

Setting up Data Cloud Segment Intelligence is an administrative function that involves configuring the feature to connect Data Cloud segments with Marketing Cloud Engagement campaign data. According to Salesforce documentation, the Data Cloud Admin permission set is explicitly required to perform these setup and configuration tasks. This permission set grants the necessary access to manage Data Cloud features, connections, and overall system configuration, which is essential for the initial implementation of Segment Intelligence.

Why Incorrect Options are Wrong:

A: Data Cloud Data Aware Specialist: This permission set is for users who view Segment Intelligence dashboards and work with the data (e.g., create segments), not for performing the initial administrative setup.

B: Data Cloud User: This is a foundational permission set providing basic access to Data Cloud. It lacks the administrative rights needed to configure advanced features like Segment Intelligence.

C: Cloud Marketing Manager: This is not a standard, predefined Salesforce Data Cloud permission set. Setup tasks are assigned to specific, documented permission sets like Data Cloud Admin.

References:

Salesforce Help, "Set Up Segment Intelligence": This document explicitly states the prerequisite for the setup process. It says, "To set up Segment Intelligence, you need the Data Cloud Admin permission set."

URL: https://help.salesforce.com/s/articleView?id=sf.c360asetupsegmentintelligence.htm&type=5

Salesforce Help, "Standard Permission Sets for Data Cloud": This page outlines the different standard permission sets and their purposes, confirming that administrative and setup tasks fall under the Data Cloud Admin role.

URL: https://help.salesforce.com/s/articleView?id=sf.c360astdpermsets.htm&type=5

Question: 23

When trying to disconnect a data source an error will be generated if it has which two dependencies associated with it?

A: Activation

B: Data stream

C: Segment

D: Activation target

Correct Answer:

B, C

Explanation:

According to Salesforce Data Cloud documentation, a data source cannot be disconnected if it has active dependencies. The two primary types of dependencies that will generate an error are:

1. Data Stream: A data source is a container for its data streams. Before disconnecting the source, all associated data streams must be deleted.

2. Segment: If the data ingested through the data source is used to define a segment (via a Data Model Object), the data source cannot be disconnected as it would invalidate the segment's definition and population.

These represent a structural dependency (the data stream) and a direct data consumption dependency (the segment).

Why Incorrect Options are Wrong:

A: Activation: While an activation using data from the source is also a dependency, it is downstream from a segment. The segment is the more direct dependency as an activation cannot exist without it.

D: Activation target: An activation target is a configured destination (e.g., Marketing Cloud). It is not directly dependent on a specific data source; it is the endpoint for an activation.

References:

Salesforce Help, Disconnect or Delete a Data Source in Data Cloud: "Before you can disconnect a data source, you must delete its data streams. You also can’t disconnect a

data source if it’s used in an identity resolution ruleset, a segment, or an activation." This source confirms that Data Streams (B) and Segments (C) are explicit dependencies that prevent disconnection.

Question: 24

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

A: Calculated insight and data action

B: Calculated insight and segment

C: Streaming insight and segment

D: Streaming insight and data action

Correct Answer:

B

Explanation:

This use case requires identifying a specific audience based on historical, aggregated data. A Calculated Insight is the correct feature to perform the batch calculation required to sum a customer's deposits over the last five years. Once this metric is created, a Segment is used to filter and group the individuals who meet the specified criteria: the calculated deposit amount being over $250,000 and the attribute for not using advisory services. This segment then becomes the target audience for the new campaigns.

Why Incorrect Options are Wrong:

A: A Data Action is incorrect because it is designed to trigger near real-time actions based on streaming data events, not for building a batch-based audience for a campaign.

C: A Streaming Insight is incorrect as it processes data in near real-time. The scenario requires a batch analysis of historical data spanning five years.

D: Both Streaming Insight and Data Action are incorrect because they are for real-time, event-driven use cases, which does not align with the historical, batch-oriented analysis described.

References:

1. Calculated Insights: Salesforce Official Documentation, "Calculated Insights in Data Cloud". It states, "Calculated Insights are predefined, reusable, and queryable metrics... run on a schedule to process and transform your data." This supports its use for batch aggregation of historical data.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5

2. Segmentation: Salesforce Official Documentation, "Segmentation in Data Cloud". It explains, "Segmentation is the process of creating a filtered list of individuals from your data... Use attributes or related attributes to filter your data and create your segment." This confirms its role in building the target audience using the metric from the Calculated Insight.

URL: https://help.salesforce.com/s/articleView?id=sf.c360asegmentation.htm&type=5

3. Streaming Insights and Data Actions: Salesforce Official Documentation, "Streaming Insights and Data Actions". It clarifies, "Use Streaming Insights and Data Actions to act on data in near real-time... A streaming insight captures data signals and looks for patterns. A data action is the resulting action that occurs when a pattern is detected." This differentiates them from the batch processing required in the scenario.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360astreaminginsightsanddataactions.htm&type=5

Question: 25

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

Correct Answer:

B

Explanation:

In the Data Cloud canonical data model, specific types of contact information are mapped to corresponding Contact Point objects. The Contact Point Email Data Model Object (DMO) is the standard entity designed specifically to store email addresses. This object is then related to the Individual DMO, which represents the person. Mapping the custom object containing the email address to the Contact Point Email DMO is the correct and most precise approach, ensuring the data is structured properly for identity resolution and activation.

Why Incorrect Options are Wrong:

A: Contact: The Contact DMO represents the entire Salesforce Contact record, not just a single email address. The email itself is a specific attribute that belongs in a more granular object.

C: Custom customer Emailc object: This is the source object in Salesforce CRM. The question asks what this source data should be mapped to within the Data Cloud canonical model, not what its origin is.

D: Individual: The Individual DMO represents the person or unified profile. While the email belongs to an individual, the email address itself is a method of contact and is stored in the related Contact Point Email DMO.

References:

1. Salesforce Help, Standard Data Model Objects in Data Cloud: This document outlines the canonical entities. It describes the Individual object as representing a person and Contact Point objects (like Contact Point Email) as the means to contact that individual. The Contact Point Email object is explicitly for storing email addresses.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360astandarddatamodelobjects.htm&type=5

2. Salesforce Help, Contact Point Email: This page defines the Contact Point Email DMO. It states, "Stores email information for a party." It also shows the relationship IndividualId, which links the email back to the Individual DMO, confirming this is the correct entity for the email data itself.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360admocontactpointemail.htm&type=5

3. Salesforce Help, Map Your Data to the Data Cloud Data Model: This guide explains the process of mapping source data to the Cloud Information Model (CIM). It emphasizes mapping source fields to the appropriate standard DMO fields, reinforcing that the custom object's email field should be mapped to the Contact Point Email DMO.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360amapdatatocdpdatamodel.htm&type=5

Question: 26

Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range. What should a consultant do to accommodate this request?

A: Use a calculated insight paired with a flow.

B: Use streaming data transform with a flow.

C: Use a streaming insight paired with a data action

D: Use streaming data transform combined with a data action.

Correct Answer:

C

Explanation:

This scenario requires real-time processing of streaming data to detect an anomaly and trigger an immediate action. A Streaming Insight is the correct tool to perform near real-time calculations and aggregations (like transaction volume) on a data stream. It can be configured to identify when a metric falls outside a defined range. When the insight's condition is met, it can invoke a Data Action, which is designed to trigger outbound events, such as sending a notification to another system or initiating a Salesforce Flow. This combination directly addresses the need for real-time detection and immediate notification.

Why Incorrect Options are Wrong:

A: Use a calculated insight paired with a flow.

B: Use streaming data transform with a flow.

D: Use streaming data transform combined with a data action.

References:

1. Salesforce Help, "Streaming Insights and Data Actions": "Create streaming insights to calculate metrics on streaming data. Then, create data actions to use the results to trigger alerts or events." This directly links the two components for the exact use case described.

URL:
https://help.salesforce.com/s/articleView?id=sf.c360astreaminginsightsandactions.htm&type=5

2. Salesforce Help, "Streaming Insights": "Streaming insights perform calculations on data streams in near real time... For example, you can create a streaming insight that looks for customers who abandon a cart and then use a data action to add them to a marketing campaign." This provides an analogous example of real-time detection and action.

URL: https://help.salesforce.com/s/articleView?id=sf.c360astreaminginsights.htm&type=5

3. Salesforce Help, "Calculated Insights": "Calculated Insights are pre-calculated, stored metrics that run on a schedule." This confirms that Calculated Insights are batch-based and not suitable for real-time scenarios.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5

Question: 27

Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud. What are two of the available datasets in Marketing Cloud Starter Data Bundles? (Choose 2 answers)

A: Personalization

B: MobileConnect

C: Loyalty Management

D: MobilePush

Correct Answer:

B, D

Explanation:

The Marketing Cloud Starter Data Bundles are pre-configured data stream packages that simplify the ingestion of data from Marketing Cloud Engagement into Data Cloud. These bundles automatically create the necessary data streams for key engagement data sources. The officially available starter bundles are for Email Studio, MobileConnect, and MobilePush. Therefore, MobileConnect and MobilePush are correct as they represent two of these available bundles, which include datasets for SMS and push message tracking respectively.

Why Incorrect Options are Wrong:

A: Personalization: This is a broad marketing concept and an outcome of using data, not a specific data bundle provided for data ingestion from Marketing Cloud.

C: Loyalty Management: This is a separate Salesforce product. While its data can be ingested into Data Cloud, it is not part of the Marketing Cloud Starter Data Bundles.

References:

Salesforce Help. (2024). Marketing Cloud Starter Data Bundles. Retrieved from https://help.salesforce.com/s/articleView?id=sf.c360amcstarterbundles.htm&type=5 (This page explicitly lists Email Studio, MobileConnect, and MobilePush as the available starter bundles).

Question: 28

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use. Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

A: Create new segments using nested segments.

B: Create a High Investment Balance calculated insight.

C: Package High Investment Balance Customers in a data kit.

D: Create new segments by cloning High Investment Balance Customers.

Correct Answer:

A

Explanation:

Nested segments are the designed feature for this use case. By using the 'High Investment Balance Customers' segment as a filter (a nested segment) within a new segment, a dynamic link is established. This ensures that any future updates to the foundational segment's criteria are automatically inherited by the new, more refined segments. This directly addresses the core requirement of maintaining consistency when building upon a foundational audience.

Why Incorrect Options are Wrong:

B: A calculated insight is used to compute and store a new metric on a unified profile (e.g., lifetime value), not to reuse a set of segmentation criteria.

C: Data kits are used for packaging and deploying metadata components, such as segments, between different Data Cloud orgs, not for building new segments within the same org.

D: Cloning creates a static, point-in-time copy of the segment's criteria. It does not maintain a link, so any updates to the original segment would not propagate, failing the consistency requirement.

References:

Nested Segments (Correct): Salesforce Help, Nested Segments. "Use a segment as a filtering attribute when creating another segment. A segment used within another segment is

called a nested segment. You can use nested segments to streamline your segment creation." This directly supports using a foundational segment to build others.

URL: https://help.salesforce.com/s/articleView?id=sf.c360anestedsegments.htm&type=5

Cloning Segments (Incorrect): Salesforce Help, Create a Segment in Data Cloud. The documentation describes cloning as a way to "create a segment with a similar audience," which implies a one-time copy, not a dynamic, consistent link.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acreateasegment.htm&type=5

Calculated Insights (Incorrect): Salesforce Help, Calculated Insights in Data Cloud. This source defines Calculated Insights as a feature to "define and calculate multi-dimensional metrics on your entire digital state," which is distinct from reusing segment logic.

URL: https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5

Question: 29

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

A: Batch transform

B: Calculated insight

C: Streaming insight

D: Formula fields

Correct Answer:

C

Explanation:

The Interaction SDK and Mobile SDK are used to capture real-time event data. To perform aggregations on this incoming data within a specific, short time frame like 15 minutes, a Streaming Insight is the appropriate method. Streaming Insights are designed to process data streams in near real-time, enabling calculations and aggregations over a defined, sliding time window. This allows for immediate analysis and action based on the most recent user interactions.

Why Incorrect Options are Wrong:

A: Batch transform: This is a scheduled process for transforming large volumes of data at rest, not for performing near real-time aggregations on streaming data.

B: Calculated insight: This is a scheduled, batch process that computes complex metrics on the entire stored dataset, not on incoming data streams within a short time window.

D: Formula fields: These are used for row-level calculations on a single record within a data stream or data model object, not for aggregating data across multiple records.

References:

1. Salesforce Help - Streaming Insights and Data Actions: "Use Streaming Insights and data actions to act on near real-time data signals. Streaming insights perform calculations on streaming data as it’s received. You can define a streaming insight to aggregate, enrich, and filter data with a window function."

URL: https://help.salesforce.com/s/articleView?id=sf.c360astreaminginsightsanddataactions.htm&type=5

2. Salesforce Help - Calculated Insights: "Calculated Insights are pre-calculated, stored metrics on your entire unified data set... They run on a schedule you define."

URL: https://help.salesforce.com/s/articleView?id=sf.c360acalculatedinsights.htm&type=5

3. Salesforce Help - Data Transforms: "A data transform takes the data from your data lake objects (DLOs) and writes the results into a new or updated DLO... Data transforms run when a data stream finishes ingesting data or on a schedule."

URL: https://help.salesforce.com/s/articleView?id=sf.c360adatatransforms.htm&type=5

Question: 30

A company stores customer data in Marketing Cloud and uses the Marketing Cloud Connector to ingest data into Data Cloud. Where does a request for data deletion or right to be forgotten get submitted?

A: In Data Cloud settings

B: On the individual data profile in Data Cloud

C: In Marketing Cloud settings

D: through Consent API

Correct Answer:

C

Explanation:

When data is ingested into Data Cloud from a source system like Marketing Cloud via a connector, the "right to be forgotten" or data deletion request must be initiated in the source system. In this scenario, the deletion must occur within Marketing Cloud. This action ensures the record is removed from the source of truth, and the deletion is then propagated to Data Cloud, preventing the record from being re-ingested during the next data synchronization cycle.

Why Incorrect Options are Wrong:

A: In Data Cloud settings: Deleting the data only in Data Cloud is insufficient, as the record would be re-created from Marketing Cloud during the next data sync.

B: On the individual data profile in Data Cloud: This is not the formal, system-wide process for a legally compliant data erasure request and does not remove the data from the source system.

D: through Consent API: The Consent API is used to manage customer consent preferences (e.g., opt-outs), not for the complete erasure of a data subject's record.

References:

1. Salesforce Help, Data Deletion for Data Cloud: "For data ingested through a connector, such as Marketing Cloud, B2C Commerce, or a custom connection, delete the data in the source. The deletion is then passed to Data Cloud." This directly confirms that the process must start in the source system.

URL: https://help.salesforce.com/s/articleView?id=sf.c360adatadeletion.htm&type=5

2. Salesforce Help, Delete Contacts in Contact Builder: This document outlines the procedure for deleting contacts within Marketing Cloud, which is the correct location to initiate the process described in the question.

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