

# Salesforce

## Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam



**NEW QUESTION 1**

An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

- A. Amazon S3 Bucket
- B. Personalization
- C. Marketing Cloud
- D. Salesforce CRM

**Answer: C**

**Explanation:**

This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data sources or activation targets. The other platforms have higher or no limits for connections. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_limits.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_limits.htm&type=5)

**NEW QUESTION 2**

When can the data types be changed during ingestion?

- A. After the DSO is created
- B. Before DSO is created
- C. Data type can never be changed
- D. Data type can be changed at any time

**Answer: B**

**Explanation:**

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

**NEW QUESTION 3**

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

- A. Unified Individual > Individual > Sales Order
- B. Unified Individual > Unified Link Individual > Sales Order
- C. Sales Order > Unified Individual
- D. Sales Order > Individual > Unified Individual

**Answer: B**

**Explanation:**

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

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

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

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

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

**NEW QUESTION 4**

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text
- C. Numeric
- D. Boolean

**Answer: C**

**Explanation:**

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

**NEW QUESTION 5**

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](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

**NEW QUESTION 6**

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](https://help.salesforce.com/s/articleView?id=sf.c360_a_connectors.htm&type=5)

**NEW QUESTION 7**

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model object
- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is used in Segmentation
- D. A data stream attribute is used in Activation

**Answer:** AB

**Explanation:**

A data stream cannot be deleted if any of its attributes are mapped to a Data Model object or used in a Calculated Insight<sup>3</sup>. These dependencies need to be removed before deleting the data stream.

**NEW QUESTION 8**

Which two statements are true about using consent API and exercising right to be forgotten?

- A. Data Deletion requests are processed within 1 hour
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- C. Data Deletion requests are submitted for Individual profiles
- D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce Clouds

**Answer:** BC

**Explanation:**

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted. Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_consent\\_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)

**NEW QUESTION 9**

Which of the following are characteristics of Formulas? (Choose 2)

- A. Simple logic on a row-based operation
- B. Ease of use, self-service
- C. Highly reusable content
- D. Attribute updated regularly

**Answer:** AB

**Explanation:**

These are two characteristics of Formulas. Formulas are a feature that allows you to create custom fields in the data model using simple logic on a row-based operation. For example, you can use a formula to create a field that concatenates the first name and last name of an individual. Formulas are easy to use and self-service, meaning that you can create them without coding or complex queries. You can use formulas to enrich your data and create more meaningful segments and insights.

References: Formulas

**NEW QUESTION 10**

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

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

**Answer:** A

**Explanation:**

The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile<sup>9</sup>. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

**NEW QUESTION 10**

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

**Answer:** BC

**Explanation:**

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK. References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_web\\_mobile\\_app\\_connector.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5)

**NEW QUESTION 13**

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

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

**Answer:** B

**Explanation:**

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email, updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

**NEW QUESTION 18**

What happens if no file name is specified in AWS S3 data stream during ingestion?

- A. The system does not fetch any file and the data stream shows an error.
- B. The system chooses the first file found in the S3 bucket
- C. The ingestion setup cannot be completed without specifying the filename.
- D. The ingestion setup is completed but the data stream shows 0 records

**Answer:** A

**Explanation:**

If no file name is specified in AWS S3 data stream during ingestion, the system does not fetch any file and the data stream shows an error. AWS S3 data stream is a feature that allows you to stream data from Amazon Web Services Simple Storage Service (AWS S3) to Data Cloud in near real time. You need to specify the file name or prefix of the files that you want to ingest from your S3 bucket. If you leave this field blank, the system cannot find any matching files and returns an error message. References: AWS S3 Data Stream

**NEW QUESTION 20**

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight
- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

**Answer:** A

**Explanation:**

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions.

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_streaming\\_insights.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

**NEW QUESTION 25**

Every day, Northern Trail Outfitters (NTO) uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than 7 days are automatically deleted. Each file contains a timestamp in a standardized naming convention. What should a consultant consider when ingesting this data stream?

- A. Ensure the refresh mode is set to "Upsert" and Refresh only new files" is selected
- B. Ensure the refresh mode is set to "Full Refresh" and the filename contains a wildcard to accommodate the timestamp
- C. Ensure the refresh mode is set to "Full Refresh" and "Refresh only new files" is selected
- D. Advise NTO to change their processes: this configuration is not supported

**Answer:** A

**Explanation:**

This configuration will ensure that Data Cloud only ingests new files from the Amazon S3 bucket and updates or inserts new records into the data stream without deleting existing records. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_amazon\\_s3.htm&type= 5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=5)

**NEW QUESTION 30**

What can be customized in the Data Cloud canonical model?

- A. Fields
- B. Objects, Fields, and Relationships
- C. Objects and Fields
- D. Objects

**Answer:** B

**Explanation:**

You can customize the Data Cloud canonical model by adding, editing, or deleting objects, fields, and relationships. You can also modify the properties, labels, and descriptions of these components. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_canonical\\_model.htm& type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_canonical_model.htm&type=5)

**NEW QUESTION 35**

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

- A. Email, Cloud Pages, Einstein Web & Email Recommendations
- B. Email, MobileConnect, MobilePush and GroupConnect
- C. Email, Mobile Connect, and Einstein Engagement Scoring
- D. Email, MobileConnect and MobilePush

**Answer:** D

**Explanation:**

These data sources are available from Marketing Cloud as a starter bundle. They provide basic contact data, such as email address, mobile number, and device ID, as well as engagement data, such as email opens, clicks, bounces, unsubscribes, SMS sends, deliveries, opt-outs, and push sends, opens, and opt-outs. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud\\_data\\_foundation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5)

**NEW QUESTION 36**

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 41**

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

**Answer:** BC

**Explanation:**

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_web\\_mobile\\_app\\_connector.htm&t ype=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5)

**NEW QUESTION 46**

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

**Answer:** B

**Explanation:**



This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_segmentation\\_operator\\_s.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operator_s.htm&type=5)

**NEW QUESTION 47**

How many Metrics can be present in 1 segment container?

- A. 1
- B. 5
- C. 10
- D. 100

**Answer:** A

**Explanation:**

Only one metric can be present in one segment container. A segment container is a logical grouping of segments that share the same metric and granularity. A metric is a calculated insight that defines and calculates a multidimensional measure on your data. A granularity is the level of detail at which you want to analyze your data, such as daily, weekly, or monthly. You can create multiple segment containers with different metrics and granularities, but each segment container can only have one metric. References: Segment Containers

**NEW QUESTION 52**

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

- A. Cities containing 'San Jose', 'San Jose', 'san jose'. or 'san jose'
- B. Cities only containing 'San Jose' or 'San Jose'
- C. Cities only containing 'San Jose' or 'san jose'
- D. Cities only containing 'San Jose' or 'san jose'

**Answer:** C

**Explanation:**

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | ??San Jose?? will include cities that contain either ??San Jose?? or ??san jose??.

**NEW QUESTION 56**

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

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

**Answer:** AC

**Explanation:**

These two applications automatically create activation targets when they are connected to Data Cloud. You can use these targets to activate segments or calculated insights to these applications. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_activation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_activation.htm&type=5)

**NEW QUESTION 59**

A customer has requested that their personal data be deleted. Which action should be performed to accommodate this request in Data Cloud?

- A. Manually delete customer and related records using the Profile Explorer
- B. Use Consent API to request deletion of the customer's information
- C. Utilize the Data Rights Subject Request tool to request deletion of the customer's information
- D. Use Ingestion API to request deletion of the customer's information

**Answer:** B

**Explanation:**

This action should be performed to accommodate the request to delete personal data in Data Cloud. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_consent\\_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5)

**NEW QUESTION 63**

A retail customer wants to bring customer data from different sources and wants to take advantage of Identity Resolution so that it can be used in Segmentation. On which entity should this be segmented for activation membership?

- A. Subscriber
- B. Unified Contact
- C. Unified Individual
- D. Individual

**Answer:** C

**Explanation:**

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single

profile4. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

#### NEW QUESTION 67

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 68

Which permission setting should an administrator check if the custom CRM object is not available in New Data Stream configuration?

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

**Answer:** D

#### Explanation:

This permission setting should be checked if the custom CRM object is not available in New Data Stream configuration. The user who connects the Salesforce CRM connector must have View All permission for the custom object in the source CRM org. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_salesforce\\_crm.htm&ty=pe=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&ty=pe=5)

#### NEW QUESTION 72

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 76

Which three Data Model objects do Reconciliation Rules operate across?

- A. Individual
- B. Party Identification
- C. Contact Point Email
- D. Contact
- E. Lead

**Answer:** ABC

#### Explanation:

These are the three Data Model objects that Reconciliation Rules operate across. Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address. References: Identity Resolution Reconciliation Rules

#### NEW QUESTION 80

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

**Answer:** B

#### Explanation:

COALESCE is the function that returns the first value from a list that isn't empty. It takes a list of values as arguments and returns the first non-empty value. For example, COALESCE(NULL, ' ', 'Hello', 'World') returns 'Hello'. If all values are empty, it returns NULL. References: COALESCE

**NEW QUESTION 83**

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 88**

Which three options can be used to build a filter in the Segmentation Canvas?

- A. Data Lake Objects
- B. Streaming Insights
- C. Calculated Insights
- D. Related Attributes
- E. Direct Attributes

**Answer:** BCE

**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](https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5)

**NEW QUESTION 91**

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_calculated_insights.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_segmentation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5)

**NEW QUESTION 95**

To which Data Model entity should the Email field from a CRM Contact object be mapped?

- A. Lead
- B. Account Contact
- C. Individual
- D. Contact Point Email

**Answer:** D

**Explanation:**

The Email field from a CRM Contact object should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

**NEW QUESTION 99**

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value (LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Flow orchestration
- C. Streaming data transformations
- D. Metrics on metrics

**Answer:** C

**Explanation:**

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different



channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators. References:  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_streaming\\_data\\_transformation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transformation.htm&type=5)

#### NEW QUESTION 102

What are two benefits Data Cloud provides a company in relation to managing customer data?

- A. Unified Identity Resolution
- B. Data Harmonization
- C. Data Governance
- D. Data Marketplace

**Answer:** AB

#### Explanation:

These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer. Data Harmonization allows a company to standardize and enrich data from different sources and improve data quality and usability. References:  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_identity\\_resolution.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_harmonization.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htm&type=5)

#### NEW QUESTION 103

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

- A. Profile
- B. Unified Individual only
- C. Engagement
- D. Other

**Answer:** B

#### Explanation:

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

#### NEW QUESTION 106

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 107

How does Data Cloud handle an individual's right to be forgotten?

- A. Deletes the specified Individual and records from any DMO/DLO related to the Individual.
- B. Deletes the specified Individual and records from any DSO mapped to the Individual DMO.
- C. Deletes the records from all DSOs and any downstream DMOs are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

**Answer:** B

#### Explanation:

This is how Data Cloud handles an individual's right to be forgotten. It deletes the individual record from the Individual data model object (DMO) and any related records from the data stream objects (DSOs) that are mapped to it. References:  
[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_delete\\_individual.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_individual.htm&type=5)

#### NEW QUESTION 108

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 111**

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

**Answer: B**

**Explanation:**

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

**NEW QUESTION 115**

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Engagement
- B. Product
- C. Party
- D. Sales Order

**Answer: D**

**Explanation:**

The sales order subject area defines the revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_sales\\_order.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=5)

**NEW QUESTION 117**

Which two steps are required when configuring a Marketing Cloud activation?

- A. Set an Activation Schedule
- B. Select an Activation Target
- C. Add Additional Attributes
- D. Select Contact Points

**Answer: BD**

**Explanation:**

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension. References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_marketing\\_cloud.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htm&type=5)

**NEW QUESTION 121**

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 124**

What is the correct formula to display the value of the raw data column of 'RetailPrice' plus an additional 5 percent?

- A. sourceField['RetailPrice']\*1.05
- B. SELECT(['RetailPrice']\*1.05)
- C. sourceField['retailprice']\*1.05
- D. SELECT(['retailprice']\*1.05)

**Answer: C**

**Explanation:**

This is the correct formula to display the value of the raw data column of 'RetailPrice' plus an additional 5 percent. The formula uses the sourceField function to access the raw data column, and then multiplies it by 1.05 to add 5 percent. The formula is case-sensitive, so the column name must match exactly with the raw data column name. References: [Formula Editor], [sourceField Function]

**NEW QUESTION 129**

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

- A. Contact
- B. Contact Point Email
- C. Custom 'Customer\_Email' Object
- D. Individual

**Answer:** B

**Explanation:**

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

**NEW QUESTION 132**

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