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QUESTION 1

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

Correct Answer: ABD

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.htmandtype=5

QUESTION 2

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

A. Include campaign identifier into the activation name

B. Hard-code the campaign identifier as a new attribute in the campaign activation

C. Include campaign identifier into the filename specification

D. Include campaign identifier into the segment name

Correct Answer: C

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htmandtype=

QUESTION 3

Which three features can be used to validate the data in the unified profile object?

A. Data Actions

B. Data Explorer

C. Query API

D. Profile Explorer

E. Identity Reconciliation

Correct Answer: BCD

These three features can be used to validate the data in the unified profile object. Data Explorer allows you to view the ingested data from different sources and how it is mapped to the unified profile object. Query API allows you to query the unified profile object using SOQL or SQL queries. Profile Explorer allows you to view the unified profile records and their attributes.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_explorer.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_query_api.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_profile_explorer.htmandtype=5

QUESTION 4

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

Correct Answer: D

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]

QUESTION 5

Which three actions can be applied to a previously created segment?

A. Reactivate

B. Export

C. Delete

D. Copy

E. Inactivate

Correct Answer: BCD

These three actions can be applied to a previously created segment. You can export a segment to a CSV file, delete a segment from Data Cloud, or copy a segment to create a duplicate segment with the same criteria. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_actions.htmandtype=5