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QUESTION 1

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)`

Correct Answer: C

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]

QUESTION 2

Which three Data Model objects do Reconciliation Rules operate across?

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

Correct Answer: ABC

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

QUESTION 3

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.htm&type=

QUESTION 4

A customer wants to create segments of users based on their Customer Lifetime Value. The source data that will be brought into the Data Cloud does not include that KPI. What process should be followed to achieve this outcome?

- A. Map Data to Data Model > Create Calculated Insight > Use in Segmentation
- B. Ingest Data > Map Data to Data Model > Create Calculated
- C. Insight > Use in Segmentation
- D. Ingest Data > Create Calculated Insight > Use in Segmentation
- E. Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Correct Answer: B

To create segments of users based on their Customer Lifetime Value, the customer needs to first ingest the source data into Data Cloud, then map the data to the Customer 360 data model, then create a calculated insight using the formula editor, and finally use the calculated insight in segmentation. References: [Data Ingestion], [Data Mapping], [Calculated Insights], [Segmentation]

QUESTION 5

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

- A. Manually import the file using the Data Import Wizard
- B. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
- C. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector
- D. Import the file into Amazon S3 and ingest with the Cloud Storage Connector

Correct Answer: CD

These two options are recommended ways to bring transactional data from a data warehouse into Data Cloud via a SFTP site. You can use the Cloud Storage Connector to ingest files from Google Cloud Storage or Amazon S3 buckets into



Data Cloud.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=

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