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QUESTION 1

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

Correct Answer: BC

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.htmandtype =5

QUESTION 2

What is the result of a segmentation criteria filtering on City | Is Equal To I \\'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\\'

Correct Answer: C

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\\'.

QUESTION 3

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

Correct Answer: AC

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.htmandtype=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htmandtype=5

QUESTION 4

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

A. Create additional Rule Sets

B. Leverage Reconciliation Rules

C. Create additional Contact Points

D. Leverage Match Rules

Correct Answer: B

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value. References: Identity Resolution Reconciliation Rules

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QUESTION 5

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

Correct Answer: A

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.htmandtype=5