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### QUESTION 1

Which configuration can support separate Amazon S3 buckets for data ingestion and activation?

- A. Dedicated S3 data sources in activation setup
- B. Dedicated S3 data sources in Data Cloud setup
- C. Separate user credentials for data stream and activation
- D. Separate user credentials for data stream and activation target

Correct Answer: B

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### QUESTION 2

How does an administrator increase the consolidation rate for Identity Resolution?

- A. Change all reconciliation rules to Source Sequence
- B. Add more matching rules to broaden the search for matches
- C. Change the Ignore Empty Value option
- D. Reduce the number of matching rules

Correct Answer: D

Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate. References: Identity Resolution Match Rules

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### QUESTION 3

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- A. Transaction
- B. Individual
- C. Sales Order
- D. Engagement

Correct Answer: A

The transaction data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights. This category indicates that the data stream contains events that occur at a specific point in time



and have a duration.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_stream\\_category.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_stream_category.htm&type=5)

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#### QUESTION 4

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

- A. `sourceField[\"RetailPrice\"].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]

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#### QUESTION 5

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

Correct Answer: BCE

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)

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