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QUESTION 1

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- B. 1: Many
- C. Many: Many
- D. None of the above

Correct Answer: B

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual. References: Data Model Overview

QUESTION 2

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Custom Big Objects
- B. Standard Big Objects
- C. Standard Objects
- D. Custom Objects

Correct Answer: CD

These two objects or fields are supported for ingestion using the Salesforce CRM connector. You can select standard or custom objects from your Salesforce CRM org and map them to Data Cloud data model objects.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&type=5

QUESTION 3

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



QUESTION 4

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

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

Correct Answer: D

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

QUESTION 5

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]

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