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QUESTION 1

Which method should an administrator use when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK?

A. Activation

B. Segment

C. Streaming Insight

D. Calculated Insight

Correct Answer: C

This method should be used when performing aggregations in windows of 15 minutes on data collected via the Interactions SDK and Mobile SDK. Streaming Insight allows you to query and aggregate data from real-time streams using

window functions.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htmandtype=5

QUESTION 2

How do the Data streams that use the Marketing Cloud Connector refresh data?

A. Manually refreshed by CDP Admin

B. Marketing Cloud\\'s Automation Studio handles this process.

C. APIs are used for refresh

D. None of the above

Correct Answer: B

The data streams that use the Marketing Cloud Connector refresh data using Marketing Cloud\\'s Automation Studio. The Marketing Cloud Connector is a feature that allows you to stream data from Marketing Cloud to Data Cloud in near real time. The connector uses Automation Studio to schedule and run data extracts from Marketing Cloud data extensions and send them to Data Cloud via SFTP. You can configure the frequency and time of the data extracts in Automation Studio. References: Marketing Cloud Connector

QUESTION 3

Which of the following cannot be used in Segmentation? (Choose 2)

A. Numeric Measures

B. Text Measures

C. Aggregate Functions

D. Date Time Measures

Correct Answer: BD

Text Measures and Date Time Measures cannot be used in Segmentation. Segmentation is the process of creating filtered audience segments based on calculated insights. Calculated insights are metrics that define and calculate multidimensional measures on your data. Only Numeric Measures can be used as calculated insights, because they can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. Text Measures and Date Time Measures are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

QUESTION 4

Which of these is present in Identity Resolution Summary?

A. Unified Individuals

B. Last Processing Status

C. Matched Individuals

D. All the above

Correct Answer: D

The Identity Resolution Summary page shows all the above information: Unified Individuals, Last Processing Status, and Matched Individuals. Unified Individuals are the profiles that Data Cloud creates by linking multiple source profiles based on match rules. Last Processing Status shows the date and time of the last identity resolution run and whether it was successful or not. Matched Individuals shows the number and percentage of source profiles that were matched to a unified individual profile. References: Identity Resolution Summary

QUESTION 5

Which two steps are required when configuring a Marketing Cloud activation?

A. Set an Activation Schedule

B. Select an Activation Target

C. Add Additional Attributes

D. Select Contact Points

Correct Answer: BD

These two steps are required when configuring a Marketing Cloud activation. You need to select an activation target that represents a Marketing Cloud business unit and a contact point that represents a Marketing Cloud data extension.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud.htmandtype=5