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QUESTION 1

Which three components of Data Cloud can be bundled within a Data Kit?

A. Data Models

B. Calculated Insights

C. Segments

D. Data Streams

E. Identity Resolution Rulesets

Correct Answer: ACD

These three components of Data Cloud can be bundled within a Data Kit. A Data Kit is a package that contains data model objects, segments, and data streams that can be installed in another Data Cloud org.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_kit.htmandtype=5

QUESTION 2

What is a unique requirement of a Streaming Insight query?

A. A dimension

B. A measurement

C. A window function

D. A WHERE clause

Correct Answer: C

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.htmandtype=5

QUESTION 3

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

A. Refresh Data Stream > Calculated Insight > Identity Resolution

B. Identity Resolution > Calculated Insight > Refresh Data Stream

C. Calculated Insight > Identity Resolution > Refresh Data Stream

D. Refresh Data Stream > Identity Resolution > Calculated Insight

Correct Answer: D

The recommended order of processes for updating data in Data Cloud is as follows6:

Refresh Data Stream: This process updates the data from the source, such as Amazon S3, into Data Cloud.

Identity Resolution: This process runs the rulesets that link together multiple records of an individual into a unified profile. Calculated Insight: This process calculates additional attributes based on existing data, such as lifetime value or churn

risk.

QUESTION 4

What are three benefits of Calculated Insights over Segmentation Operators?

A. Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage

B. Calculated Insights results can be refreshed near real time

C. Calculated Insights are better suited for single row based operation

D. Calculated Insights can query engagement data greater than 2 years

E. Calculated Insights are better suited for complex queries over multiple objects

Correct Answer: ADE

Calculated Insights are predefined and calculated metrics that can help you build segments. Some of the benefits of Calculated Insights over Segmentation Operators are:

Calculated Insights are better suited for non-trivial calculations, such as calculating a Net Promoter Score as a percentage, which would require multiple steps and operators in segmentation.

Calculated Insights can query engagement data greater than 2 years, while segmentation operators are limited to 2 years of engagement data. Calculated Insights are better suited for complex queries over multiple objects, such as joining

data from different sources or aggregating data across different levels.

QUESTION 5

Which two features are impacted by the timezone setting in the org Data Cloud is provisioned in?

A. Segment Schedule

B. Identity Resolution

C. Ingestion Schedule

D. Activation Schedule

Correct Answer: AD

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_schedule.htmandtype= 5 https://help.salesforce.com/s/articleView?id=sf.c360_a_activation_schedule.htmandtype=5

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