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QUESTION 1

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]

QUESTION 2

When performing Segmentation or Activation, which timezone is used to publish and refresh data?

- A. Timezone of the Data Cloud Admin user
- B. Timezone is explicitly specified when creating a segment or activation
- C. Timezone set by the Salesforce Data Cloud org
- D. Timezone of the user defining the activity

Correct Answer: C

According to the Salesforce Data Cloud documentation¹, the timezone used for Segmentation and Activation is the one set by the Salesforce Data Cloud org, not by the individual user or admin. This ensures consistency and accuracy across different users and regions.

QUESTION 3

When setting up the data source object or schema for data ingestion, what are the three data categories to select from?

- A. Engagement Data
- B. Event Data
- C. Other Data
- D. Order Data



E. Profile Data

Correct Answer: ADE

These are the three data categories to select from when setting up the data source object or schema for data ingestion. Engagement data includes information about how customers interact with a brand or product, such as clicks, views, likes, etc. Order data includes information about transactions or purchases made by customers, such as order ID, amount, date, etc. Profile data includes information about customers' attributes or preferences, such as name, email, gender, etc.

QUESTION 4

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Correct Answer: B

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

QUESTION 5

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 6

How many calculated insights can be created per tenant?

- A. 5



- B. 10
- C. 50
- D. 100

Correct Answer: C

The maximum number of calculated insights that can be created per tenant is 50. A calculated insight is a metric that defines and calculates a multidimensional measure on your data. You can use calculated insights to create segments and analyze your data in Data Cloud. You can also use calculated insights to create dashboards and reports in Tableau CRM. References: Calculated Insights

QUESTION 7

When creating a segment on an individual, what is the result of using two separate containers linked by an AND: At Least 1 of GoodsProduct.Color Is Equal To 'red' AND At Least 1 of GoodsProduct.PrimaryProductCategory Is Equal To shoes?

- A. Individuals who purchased at least 1 of any red product and also purchased at least 1 pair of shoes
- B. Individuals who purchased at least 1 'red shoes' as a single line item in a purchase
- C. Individuals who purchased at least 1 'red shoes'. 1 of any red item, or 1 of any 'shoes' item in a purchase
- D. Individuals who made a purchase of at least 1 of only 'red shoes' and nothing else

Correct Answer: A

According to the Data Cloud documentation, when using two separate containers linked by an AND operator, the segment includes individuals who meet both conditions. In this case, the segment includes individuals who purchased at least one product with the color attribute equal to 'red', and also purchased at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or in the same order line item.

QUESTION 8

Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Marketing Cloud Connect API
- B. Email Studio Starter Data Bundle
- C. Profile attributes are not yet supported
- D. Automation Studio and Profile API

Correct Answer: D

This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to



send them to Data Cloud.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data_foundation.htm&type=5

QUESTION 9

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature can help with this use case?

- A. Transformation Formulas
- B. Data Harmonization
- C. Value Suggestion
- D. Global Picklists

Correct Answer: C

Value suggestion is a feature of Data Cloud that allows you to identify and select text attributes from a picklist of options. You can use value suggestion to standardize values across different data sources and improve data quality.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5

QUESTION 10

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is This Year
- B. Is Anniversary Of
- C. Is Between
- D. Is Birthday

Correct Answer: B

This operator can be used to create a segment for a birthday campaign that is evaluated daily. It compares a date attribute to the current date and returns true if they have the same month and day, regardless of the year.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_segmentation_operators.htm&type=5

QUESTION 11



Cumulus Financial wants to be able to track the daily transaction volume for of each of its customers in real time and send out a notification as soon it detects volume outside a customer's normal range. How should an administrator accommodate this request?

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

Correct Answer: B

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email, updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

QUESTION 12

Which two statements about Data Cloud's Web and Mobile App connector are true?

- A. Any Data Streams associated with Web or Mobile connector app will be automatically deleted upon deleting the app from Data Cloud Setup
- B. Data Cloud administrators can see the status of a Web or Mobile connector app on the app details page
- C. Tenant Specific Endpoint is auto-generated in Data Cloud when setting up a Mobile or Web app connection
- D. Mobile and Web SDK schema can be updated to delete an existing field

Correct Answer: BC

The app details page shows the status of the app, such as active, inactive, or error. The tenant specific endpoint is a unique URL that is generated for each app and used to send data to Data Cloud from the web or mobile SDK.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_web_mobile_app_connector.htm&type=5

QUESTION 13

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

- A. Manually import the file using the Data Import Wizard
- B. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
- C. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector



D. Import the file into Amazon S3 and ingest with the Cloud Storage Connector

Correct Answer: CD

These two options are recommended ways to bring transactional data from a data warehouse into Data Cloud via a SFTP site. You can use the Cloud Storage Connector to ingest files from Google Cloud Storage or Amazon S3 buckets into

Data Cloud.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_google_cloud_storage.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=

QUESTION 14

An administrator is setting up a data stream with transactional data. What field type should the administrator choose to ensure that leading zeros in the purchase order number are preserved?

- A. Number
- B. Decimal
- C. Text
- D. Serial

Correct Answer: C

The Text field type should be chosen to preserve leading zeros in the purchase order number, as this field type stores alphanumeric characters as strings. The Number and Decimal field types store numeric values as numbers, which would remove any leading zeros. The Serial field type is not a valid field type in Data Cloud.

QUESTION 15

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text
- C. Numeric
- D. Boolean

Correct Answer: C

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean 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



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calculations. References: Measures and Dimensions

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