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Salesforce Certified Data Cloud Consultant

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**QUESTION 1**

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

- A. Party Identification on Patient ID
- B. Exact Last Name and Email
- C. Email Address and Phone
- D. Fuzzy First Name, Exact Last Name, and Email

Correct Answer: A

Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person. Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

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**QUESTION 2**

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
- C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- D. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

Correct Answer: B

Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email



address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

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### QUESTION 3

A customer wants to create segments of users based on their Customer Lifetime Value.

However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).

Which sequence of steps should the consultant follow to achieve this requirement?

- A. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation
- B. Create Calculated Insight > Map Data to Data Model > Ingest Data > Use in Segmentation
- C. Create Calculated Insight > Ingest Data > Map Data to Data Model > Use in Segmentation
- D. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Correct Answer: A

To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams<sup>1</sup>. The second step is to map the source data to the data model, which defines the structure and attributes of the data<sup>2</sup>. The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data<sup>3</sup>. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data<sup>4</sup>. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

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### QUESTION 4

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- A. Contact
- B. Contact Point\_Email
- C. Custom customer Email\_\_c object



#### D. Individual

Correct Answer: B

The Contact Point\_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point\_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email\_\_c object. The other options are not the

correct data entities to map to because:

The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

The custom Customer Email\_\_c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point\_Email object, but it is not a data entity itself.

The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone

numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point\_Email | Object Reference for the

Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

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#### QUESTION 5

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Today
- B. Is Birthday
- C. Is Between
- D. Is Anniversary of

Correct Answer: D

To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:

A. The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.

B. The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment



canvas or the calculated insight editor.

C. The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

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#### QUESTION 6

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- A. Harmonization
- B. Data Cleansing
- C. Data Consolidation
- D. Identity Resolution

Correct Answer: D

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints. References: Salesforce Data Cloud Consultant guide, Identity Resolution

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#### QUESTION 7

What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

- A. Cloud Storage Connector
- B. Commerce Cloud Connector
- C. Ingestion API
- D. Marketing Cloud Personalization Connector

Correct Answer: C

The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to 100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

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**QUESTION 8**

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores empty fields when running any custom match rules
- B. Ignores empty fields when running reconciliation rules
- C. Ignores Individual object records with empty fields when running identity resolution rules
- D. Ignores empty fields when running the standard match rules

Correct Answer: B

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

References:

1.  
Data Cloud Identity Resolution Reconciliation Rule Input
  2.  
Configure Identity Resolution Rulesets
  3.  
Data and Identity in Data Cloud
- 

**QUESTION 9**

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- A. Streaming transforms
- B. Data model triggers
- C. Sales and Service bundle



#### D. Data actions and Lightning web components

Correct Answer: A

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-

batches of updates between the CRM data source and Data Cloud in near-real time<sup>1</sup>. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation<sup>2</sup>.

The other options are incorrect for the following reasons:

Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted<sup>3</sup>. Data model triggers do not integrate data with Salesforce CRM, but

rather manipulate data within Data Cloud.

Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources<sup>4</sup>. Sales and Service bundle

does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications<sup>5</sup>. Data actions and

Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

References:

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

[Data Model in Data Cloud] unit on Trailhead [Create a Data Model Object] article on Salesforce Help [Data Sources in Data Cloud] unit on Trailhead [Connect and Ingest Data in Data Cloud] article on Salesforce Help [Data Spaces in Data Cloud] unit on Trailhead [Create a Data Space] article on Salesforce Help [Segments in Data Cloud] unit on Trailhead [Create a Segment] article on Salesforce Help [Activations in Data Cloud] unit on Trailhead [Create an Activation] article on Salesforce Help

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#### QUESTION 10

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a





related Contact Point, it will not be activated.

B. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.

C. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

D. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.

Correct Answer: A

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant guide, Contact Point, Marketing Cloud Activation

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## QUESTION 11

A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour.

How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

A. Set the activation schedule to hourly.

B. Configure the data to be ingested in hourly batches.

C. Set the journey entry schedule to run every hour.

D. Set the insights aggregation time window to 1 hour.

Correct Answer: D

Streaming insights are computed from real-time engagement events and can be used to trigger data actions based on pre-set rules. Data actions are workflows that send data from Data Cloud to other systems, such as Journey Builder. To ensure that the data action is triggered every hour, the consultant should set the insights aggregation time window to 1 hour. This means that the streaming insight will evaluate the events that occurred within the last hour and execute the data action if the conditions are met. The other options are not relevant for streaming insights and data actions.

References: Streaming Insights and Data Actions Limits and Behaviors, Streaming Insights, Streaming Insights and Data Actions Use Cases, Use Insights in Data Cloud, 6 Ways the Latest Marketing Cloud Release Can Boost Your Campaigns

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## QUESTION 12

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.





Which two use cases are considered a good fit for Data Cloud? Choose 2 answers

- A. To ingest and unify data from various sources to reconcile customer identity
- B. To create and orchestrate cross-channel marketing messages
- C. To use harmonized data to more accurately understand the customer and business impact
- D. To eliminate the need for separate business intelligence and IT data management tools

Correct Answer: AC

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data

Cloud are:

To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data

Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

References:

1.

[Learn How Data Cloud Works](#)

2.

[About Salesforce Data Cloud](#)

3.

[Discover Use Cases for the Platform](#)

4.

[Understand Common Data Analysis Use Cases](#)

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## QUESTION 13



Northern Trail Outfitters is using the Marketing Cloud Starter Data Bundles to bring Marketing Cloud data into Data Cloud.

What are two of the available datasets in Marketing Cloud Starter Data Bundles? Choose 2 answers

- A. Personalization
- B. MobileConnect
- C. Loyalty Management
- D. MobilePush

Correct Answer: BD

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud<sup>1</sup>. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush<sup>2</sup>. These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications<sup>2</sup>. By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys<sup>1</sup>. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience<sup>3</sup>. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers<sup>4</sup>. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

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#### QUESTION 14

Which two common use cases can be addressed with Data Cloud?

Choose 2 answers

- A. Understand and act upon customer data to drive more relevant experiences.
- B. Govern enterprise data lifecycle through a centralized set of policies and processes.
- C. Harmonize data from multiple sources with a standardized and extendable data model.
- D. Safeguard critical business data by serving as a centralized system for backup and disaster recovery.

Correct Answer: AC

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are:

Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.

Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data



and optimize identity resolution.

The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

References:

1.

[Learn How Data Cloud Works](#)

2.

[About Salesforce Data Cloud](#)

3.

[Discover Use Cases for the Platform](#)

4.

[Understand Common Data Analysis Use Cases](#)

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## QUESTION 15

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).

What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- A. Create a custom DMO from scratch that has all fields that are needed.
- B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
- C. Create custom fields on the standard Individual DMO.
- D. Duplicate the standard Individual DMO and add the additional fields.

Correct Answer: C

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution.

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