

## [Feb 25, 2025 Free Salesforce Data-Cloud-Consultant Exam Questions & Answer [Q69-Q86]



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### QUESTION 69

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?

- \* Contact
- \* Contact Point\_Email
- \* Custom customer Email\_\_c object
- \* Individual

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:

A . 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.

C . 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.

D . 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. Reference: Customer 360 Data Model: Individual and Contact Points &#8211; 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]

## QUESTION 70

During an implementation project, a consultant completed ingestion of all data streams for their customer.

Prior to segmenting and acting on that data, which additional configuration is required?

- \* Data Activation
- \* Calculated Insights
- \* Data Mapping
- \* Identity Resolution

After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity<sup>1</sup>. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors<sup>2</sup>. To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data<sup>3</sup>. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes<sup>4</sup>. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity<sup>5</sup>. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. Reference: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

## QUESTION 71

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- \* Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.
- \* Data Cloud will only update the formula on a go-forward basis for new records.
- \* Data Cloud does not support formula field updates for data streams of type upsert.
- \* Data Cloud will update the formula for all records at the next incremental upsert refresh.

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data

from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

## QUESTION 72

Cumulus Financial offers both business and personal loans. Records in the Contact DLO can be useful for both groups since individual customers may have both business and personal loans. However, for legal reasons, the two groups must be kept separate.

How should Cumulus Financial solve this business requirement?

- \* Duplicate the Individual DMO.
- \* Duplicate the Contact DLO.
- \* Create two identity resolution rules in the same data space.
- \* Use two data spaces.

## QUESTION 73

A consultant wants to make sure address details from customer orders are selected as best to save to the unified profile.

What should the consultant do to achieve this?

- \* Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Individual DMO to the bottom.
- \* Use the default reconciliation rules for Contact Point Address.
- \* Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Oder DMO to the top.
- \* Change the default reconciliation rules for Individual to Source Priority.

Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources.

Reconciliation Rules: These rules determine which data source is considered the "best"; when conflicting data is encountered. Changing reconciliation rules allows prioritizing specific sources.

Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes.

Process:

- \* Step 1: Access the Data Cloud settings for reconciliation rules.
- \* Step 2: Select the Contact Point Address details.
- \* Step 3: Change the reconciliation rules for address attributes to "Source Priority";
- \* Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.

Benefits:

- \* Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.
- \* Relevance: Gives priority to the most relevant and frequently updated source (customer orders).

References:

- \* Salesforce Data Cloud Reconciliation Rules
- \* Salesforce Unified Customer Profile

#### QUESTION 74

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options.

Which Data Cloud feature should help with this use case?

- \* Value suggestion
- \* Data harmonization
- \* Transformation formulas
- \* Global picklists

Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the segment filters. Reference: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

#### QUESTION 75

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

- \* Is Today
- \* Is Birthday
- \* Is Between
- \* Is Anniversary Of

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

223-01-01, 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.

## QUESTION 76

Data Cloud receives a nightly file of all ecommerce transactions from the previous day.

Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages.

What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- \* Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.
- \* Set a refresh schedule for the calculated insights to occur every hour.
- \* Ensure the activations are set to Incremental Activation and automatically publish every hour.
- \* Ensure the segments are set to Rapid Publish and set to refresh every hour.

The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.

The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values. However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data. Reference: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

## QUESTION 77

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- \* Creates additional contact points
- \* Leverages reconciliation rules
- \* Creates additional rulesets
- \* Leverages match rules

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile.

Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. Reference: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

## QUESTION 78

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

- \* Personalization
- \* MobileConnect
- \* Loyalty Management
- \* MobilePush

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>. Reference: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

## QUESTION 79

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.

Which two steps should the consultant take to address this new use case?

Choose 2 answers

- \* Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.
- \* Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.
- \* Create a custom matching rule for an exact match on the Individual ID attribute.
- \* Create a matching rule based on party identification that matches on CRM ID as the party identification name.

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

## QUESTION 80

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?

- \* Contact
- \* Contact Point\_Email
- \* Custom customer Email\_\_c object
- \* Individual

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:

A: 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.

C: 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.

D: 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 &#8211; 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]

## QUESTION 81

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?

- \* Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- \* 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.
- \* Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- \* Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud.They do not allow activation of new records.

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

## QUESTION 82

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- \* Create new segments using nested segments.
- \* Create a High Investment Balance calculated insight.
- \* Package High Investment Balance Customers in a data kit.
- \* Create new segments by cloning High Investment Balance Customers.

Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:

- \* B. A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
- \* C. A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components.
- \* D. Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: [Create a Nested Segment](#); [Salesforce, Save Time with Nested Segments \(Generally Available\)](#); [Salesforce, Calculated Insights](#); [Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead](#), [Create a Segment in Data Cloud](#); [Salesforce](#)

## QUESTION 83

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud.

Which engagement channel data will require custom integration?

- \* SMS
- \* Email
- \* CloudPage
- \* Mobile push

Explanation

CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud Connector or the Marketing Cloud API. References: [Data Cloud Overview](#), [Marketing Cloud Connector](#), [Marketing Cloud API](#)

## QUESTION 84

Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud.

Which engagement channel data will require custom integration?

- \* SMS



- \* Email
- \* CloudPage
- \* Mobile push

CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud Connector or the Marketing Cloud API. Reference: Data Cloud Overview, Marketing Cloud Connector, Marketing Cloud API

## QUESTION 85

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

- \* Ignores empty fields when running any custom match rules
- \* Ignores empty fields when running reconciliation rules
- \* Ignores Individual object records with empty fields when running identity resolution rules
- \* Ignores empty fields when running the standard match rules

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:

- \* Data Cloud Identity Resolution Reconciliation Rule Input
- \* Configure Identity Resolution Rulesets
- \* Data and Identity in Data Cloud

## QUESTION 86

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

- \* Individual
- \* Transaction
- \* Sales Order
- \* Engagement

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud.

Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

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