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QUESTION 1

Which feature can integrate in real time with Salesforce CRM?

- A. Data Actions
- B. Identity Resolution
- C. CRM Starter Bundle
- D. Data Model Triggers

Correct Answer: A

This feature can integrate in real time with Salesforce CRM. Data Actions allow you to perform actions on Salesforce CRM records based on Data Cloud data, such as creating, updating, or deleting records.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_actions.htm&type=5

QUESTION 2

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 3

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight

- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

Correct Answer: A

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions.

References:

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

QUESTION 4

Which three actions can be applied to a previously created segment?

- A. Reactivate
- B. Export
- C. Delete
- D. Copy
- E. Inactivate

Correct Answer: BCD

These three actions can be applied to a previously created segment. You can export a segment to a CSV file, delete a segment from Data Cloud, or copy a segment to create a duplicate segment with the same criteria. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_actions.htmandtype=5

QUESTION 5

What is the correct formula to display the value of the raw data column of "RetailPrice" plus an additional 5 percent?

- A. sourceField[\"RetailPrice\"].05
- B. SELECT([\"RetailPrice\"]*1.05)
- C. sourceField[\"retailprice\"]*1.05
- D. SELECT([\"retailprice\"]*1.05)

Correct Answer: C

This is the correct formula to display the value of the raw data column of "RetailPrice" plus an additional 5 percent. The formula uses the sourceField function to access the raw data column, and then multiplies it by 1.05 to add 5 percent.

The formula is case-sensitive, so the column name must match exactly with the raw data column name. References:
[Formula Editor], [sourceField Function]

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