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QUESTION 1

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

- A. Create additional Rule Sets
- B. Leverage Reconciliation Rules
- C. Create additional Contact Points
- D. Leverage Match Rules

Correct Answer: B

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value. References: Identity Resolution Reconciliation Rules

QUESTION 2

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 3

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 4

When can the data types be changed during ingestion?

- A. After the DSO is created
- B. Before DSO is created
- C. Data type can never be changed
- D. Data type can be changed at any time

Correct Answer: B

The data types can be changed during ingestion before the Data Source Object (DSO) is created. A DSO is a container for ingested data that defines the schema, format, and metadata of the data. Data types can be changed in the Data Explorer before creating a DSO by using the Edit Schema option. Once a DSO is created, the data types cannot be changed. References: Create a Data Source Object

QUESTION 5

What does the Source Sequence reconciliation rule do in Identity Resolution?

- A. Sets the priority of specific data sources when building attributes in a unified profile such as a first or last name
- B. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source
- C. Includes data from sources where the data is alphanumerically sequenced
- D. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources

Correct Answer: A

The Source Sequence reconciliation rule allows you to sort your data sources in order of most to least preferred for inclusion in a unified profile⁹. For example, you can specify that data from Marketing Cloud should have higher priority than data from Service Cloud when selecting attributes such as first name or last name.

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