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QUESTION 1

How can attribute names be modified to match a naming convention in Cloud File Storage target?

- A. Update attribute names in the data stream configuration
- B. Update field names in the data model
- C. Set preferred attribute names when configuring activation
- D. Use a formula field to update the field name in an activation

Correct Answer: B

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=

QUESTION 2

What should an administrator do to pause a segment activation but with the intent of using that segment again?

- A. Inactivate the segment
- B. Delete the segment
- C. Stop the Publish Schedule
- D. Skip the Activation

Correct Answer: C

To pause a segment activation but with the intent of using that segment again, the administrator should stop the publish schedule for that segment. This will stop the segment from being refreshed and activated, but it will not delete or inactivate the segment. The administrator can resume the publish schedule at any time.

QUESTION 3

The leadership team at Cumulus Financial has declared that customers who have deposited more than \$250,000 in the last 5 years and who are not using advisory services, will be the central focus for all new campaigns in the next year. Which two features support this need?

- A. Calculated Insight
- B. Report|
- C. Segment

D. Dashboard

Correct Answer: AC

These two features support the need to calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Calculated Insight allows you to create complex calculations based on stored data,

such as LTV. Segment allows you to create audiences based on different criteria, such as revenue source.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htm&type=5

QUESTION 4

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 5

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

Correct Answer: B

COALESCE is the function that returns the first value from a list that isn't empty. It takes a list of values as arguments

and returns the first non-empty value. For example, COALESCE(NULL, '\', `Hello\`, `World\`) returns `Hello\`. If all values are empty, it returns NULL. References: COALESCE

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