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QUESTION 1

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

A. Standard Objects

B. Standard Big Objects

C. Custom Big Objects

D. Custom Objects

Correct Answer: AD

The Salesforce CRM connector supports ingestion of standard objects and custom objects from Salesforce CRM. Standard objects are predefined objects that are included with Salesforce CRM, such as Account, Contact, Lead, etc. Custom objects are objects that customers can create to store information that is specific to their organization or industry. References: [Salesforce CRM Connector], [Standard Objects], [Custom Objects]

QUESTION 2

Which data model object category can a Data Cloud user create segments on?

A. Profile

B. Unified Individual only

C. Engagement

D. Other

Correct Answer: B

According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

QUESTION 3

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 4

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.htmandtype=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation.htmandtype=5

QUESTION 5

What is the maximum limit of the number of records for Full Refresh Extract Method?

A. 10 million

B. 40 million

C. 50 million

D. No hard limit

Correct Answer: A

The maximum limit of the number of records for Full Refresh Extract Method is 10 million. Full Refresh Extract Method is an option for extracting data from Marketing Cloud to Data Cloud. It extracts all records from a data extension regardless of when they were created or modified. If the number of records exceeds 10 million, an error occurs and no records are extracted. References: Extract Methods

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