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QUESTION 1

How many Metrics can be present in 1 segment container?

A. 1

B. 5

C. 10

D. 100

Correct Answer: A

Only one metric can be present in one segment container. A segment container is a logical grouping of segments that share the same metric and granularity. A metric is a calculated insight that defines and calculates a multidimensional measure on your data. A granularity is the level of detail at which you want to analyze your data, such as daily, weekly, or monthly. You can create multiple segment containers with different metrics and granularities, but each segment container can only have one metric. References: Segment Containers

QUESTION 2

What are the two minimum requirements needed when using the Visual Insights Builder to create a Calculated Insight?

A. WHERE clause is required

B. At least two objects to join

C. At least one dimension

D. At least one measure

Correct Answer: CD

These two requirements are needed when using the Visual Insights Builder to create a Calculated Insight. A dimension is an attribute that can be used to group or filter data, such as product category or customer segment. A measure is an

attribute that can be used to perform calculations, such as revenue or quantity.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_calculated_insights_create.htmandtype=5

QUESTION 3

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.htmandtype=5

QUESTION 4

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

A. Unified Individual > Individual > Sales Order

B. Unified Individual > Unified Link Individual > Sales Order

C. Sales Order > Unified Individual

D. Sales Order > Individual > Unified Individual

Correct Answer: B

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

Unified Individual: This DMO represents the unified profile of an individual, which contains attributes from multiple sources.

Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can

access the sales order data for each unified individual and calculate their lifetime value.

QUESTION 5

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

A. Custom Big Objects

B. Standard Big Objects

C. Standard Objects

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D. Custom Objects

Correct Answer: CD

These two objects or fields are supported for ingestion using the Salesforce CRM connector. You can select standard or custom objects from your Salesforce CRM org and map them to Data Cloud data model objects.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htmandtype=5

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