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QUESTION 1

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.htmandtype=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htmandtype=

QUESTION 2

What component of Calculated Insights can be included as attribute data in an activation?

A. Metrics and Dimensions

B. Dimensions

C. Metrics

D. Filters

Correct Answer: B

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_calculated_insights.htmandtype=5

QUESTION 3

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.htmandtype=

QUESTION 4

A retail customer wants to bring customer data from different sources and wants to take advantage of Identity Resolution so that it can be used in Segmentation. On which entity should this be segmented for activation membership?

A. Subscriber

B. Unified Contact

C. Unified Individual

D. Individual

Correct Answer: C

The Unified Individual entity represents the result of Identity Resolution, which links together multiple records of an individual from different sources into a single profile4. This entity can be used for Segmentation and Activation, as it provides a complete and accurate view of each customer.

QUESTION 5

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

A. Custom fields on the Case objects are not supported for ingesting into Data Cloud

B. Utilize the Salesforce Dataloader application to perform a bulk upload from a desktop

C. The Data Cloud administrator does not need to do anything. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM

D. The Salesforce Integration User is missing "Read" permissions on the newly created field

Correct Answer: D

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have "Read" permissions on that field2. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.