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QUESTION 1

How does an administrator increase the consolidation rate for Identity Resolution?

A. Change all reconciliation rules to Source Sequence

B. Add more matching rules to broaden the search for matches

C. Change the Ignore Empty Value option

D. Reduce the number of matching rules

Correct Answer: D

Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate. References: Identity Resolution Match Rules

QUESTION 2

Which option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

A. Marketing Cloud Connect API

B. Email Studio Starter Data Bundle

C. Profile attributes are not yet supported

D. Automation Studio and Profile API

Correct Answer: D

This option allows an organization an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. You can use Automation Studio to export profile attributes to a data extension and use the Profile API to send them to Data Cloud.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_marketing_cloud_data _foundation.htmandtype=5

QUESTION 3

Which three features can be used to validate the data in the unified profile object?

A. Data Actions

B. Data Explorer

C. Query API

D. Profile Explorer

E. Identity Reconciliation

Correct Answer: BCD

These three features can be used to validate the data in the unified profile object. Data Explorer allows you to view the ingested data from different sources and how it is mapped to the unified profile object. Query API allows you to query the unified profile object using SOQL or SQL queries. Profile Explorer allows you to view the unified profile records and their attributes.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_explorer.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_query_api.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_profile_explorer.htmandtype=5

QUESTION 4

Which configuration can support separate Amazon S3 buckets for data ingestion and activation?

A. Dedicated S3 data sources in activation setup

B. Dedicated S3 data sources in Data Cloud setup

C. Separate user credentials for data stream and activation

D. Separate user credentials for data stream and activation target

Correct Answer: B

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