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QUESTION 1

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Mutable
- B. Inconsistent
- C. Immutable
- D. None of the above

Correct Answer: C

The type of the Event Time Field while ingesting Engagement data should be Immutable. Immutable means that the field value cannot be changed once it is ingested. The Event Time Field is a mandatory field for Engagement data that represents the timestamp of when an event occurred. It is important to keep this field immutable to ensure the accuracy and consistency of the event data. References: Engagement Data Model

QUESTION 2

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- B. 1: Many
- C. Many: Many
- D. None of the above

Correct Answer: B

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual. References: Data Model Overview

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

When performing Segmentation or Activation, which timezone is used to publish and refresh data?

- A. Timezone of the Data Cloud Admin user
- B. Timezone is explicitly specified when creating a segment or activation
- C. Timezone set by the Salesforce Data Cloud org
- D. Timezone of the user defining the activity

Correct Answer: C

According to the Salesforce Data Cloud documentation¹, the timezone used for Segmentation and Activation is the one set by the Salesforce Data Cloud org, not by the individual user or admin. This ensures consistency and accuracy across different users and regions.

QUESTION 5

What is the result of a segmentation criteria filtering on City | Is Equal To | `San Jose`?

- A. Cities containing `San Jose`, `San Jose`, `san jose`. or `san jose`
- B. Cities only containing `San Jose` or `San Jose`
- C. Cities only containing `San Jose` or `san jose`
- D. Cities only containing `San Jose` or `san jose`

Correct Answer: C

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | `San Jose` will include cities that contain either `San Jose` or `san jose`.



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