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QUESTION 1

A customer wants to create segments of users based on their Customer Lifetime Value. The source data that will be brought into the Data Cloud does not include that KPI. What process should be followed to achieve this outcome?

A. Map Data to Data Model > Create Calculated Insight > Use in Segmentation

B. Ingest Data > Map Data to Data Model > Create Calculated

C. Insight > Use in Segmentation

D. Ingest Data > Create Calculated Insight > Use in Segmentation

E. Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Correct Answer: B

To create segments of users based on their Customer Lifetime Value, the customer needs to first ingest the source data into Data Cloud, then map the data to the Customer 360 data model, then create a calculated insight using the formula editor, and finally use the calculated insight in segmentation. References: [Data Ingestion], [Data Mapping], [Calculated Insights], [Segmentation]

QUESTION 2

Which three objects are created as a result of Identity Resolution?

A. Unified Subscriber

B. Unified Data Model

C. Unified Contact Point

D. Unified Link

E. Unified Individual

Correct Answer: CDE

Identity Resolution creates three types of objects8:

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

Unified Contact Point: This object represents the unified contact information of an individual, such as email, phone, address, or app. Unified Link: This object represents the link between an Individual object and a Unified Individual object, or

between a Contact Point object and a Unified Contact Point object.

QUESTION 3

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What are two benefits Data Cloud provides a company in relation to managing customer data?

A. Unified Identity Resolution

B. Data Harmonization

C. Data Governance

D. Data Marketplace

Correct Answer: AB

These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer. Data Harmonization allows a company to standardize and enrich data from different sources and improve data quality and usability. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_identity_resolution.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_harmonization.htmandtype=5

QUESTION 4

Which three components of Data Cloud can be bundled within a Data Kit?

A. Data Models

B. Calculated Insights

C. Segments

D. Data Streams

E. Identity Resolution Rulesets

Correct Answer: ABD

QUESTION 5

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.

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