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QUESTION 1

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 2

An administrator is setting up a data stream with transactional data. What field type should the administrator choose to ensure that leading zeros in the purchase order number are preserved?

A. Number

B. Decimal

C. Text

D. Serial

Correct Answer: C

The Text field type should be chosen to preserve leading zeros in the purchase order number, as this field type stores alphanumeric characters as strings. The Number and Decimal field types store numeric values as numbers, which would remove any leading zeros. The Serial field type is not a valid field type in Data Cloud.

QUESTION 3

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

A. Refresh Data Stream > Calculated Insight > Identity Resolution

B. Identity Resolution > Calculated Insight > Refresh Data Stream

C. Calculated Insight > Identity Resolution > Refresh Data Stream

D. Refresh Data Stream > Identity Resolution > Calculated Insight

Correct Answer: D

The recommended order of processes for updating data in Data Cloud is as follows6:

Refresh Data Stream: This process updates the data from the source, such as Amazon S3, into Data Cloud.

Identity Resolution: This process runs the rulesets that link together multiple records of an individual into a unified profile. Calculated Insight: This process calculates additional attributes based on existing data, such as lifetime value or churn

risk.

QUESTION 4

An organization is looking to use Data Cloud to unify data across 5 Salesforce orgs, 2 Marketing Cloud accounts, 6 Amazon S3 Buckets, and 4 Personalization datasets. As far as connection limits are concerned, which platform is going to present a challenge?

A. Amazon S3 Bucket

B. Personalization

C. Marketing Cloud

D. Salesforce CRM

Correct Answer: C

This platform is going to present a challenge in terms of connection limits for Data Cloud. Data Cloud supports up to 3 Marketing Cloud connections per org, which means that only 3 Marketing Cloud accounts can be connected as data

sources or activation targets. The other platforms have higher or no limits for connections.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_limits.htmandtype=5

QUESTION 5

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

A. Individual

B. Global Account

C. Party

D. Membership

Correct Answer: C

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It

includes information such as name, address, email, phone, and loyalty membership.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htmandtype=5