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QUESTION 1

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Include campaign identifier into the activation name
- B. Hard-code the campaign identifier as a new attribute in the campaign activation
- C. Include campaign identifier into the filename specification
- D. Include campaign identifier into the segment name

Correct Answer: C

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name.

References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_amazon_s3.htm&type=

QUESTION 2

A customer has a custom `Customer_Email_c` object related to the standard `Contact` object in Salesforce CRM. To which data entity is this mapped?

- A. Contact
- B. Contact Point Email
- C. Custom `Customer_Email` Object
- D. Individual

Correct Answer: B

The custom `Customer_Email_c` object related to the standard `Contact` object in Salesforce CRM should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

QUESTION 3

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 4

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

- A. Unified Individual > Individual > Sales Order
- B. Unified Individual > Unified Link Individual > Sales Order
- C. Sales Order > Unified Individual
- D. Sales Order > Individual > Unified Individual

Correct Answer: B

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

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

Unified Link Individual: This DMO represents the link between an Individual DMO and a Unified Individual DMO.

Sales Order: This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

QUESTION 5

Which data model object category can a Data Cloud user create segments on?

- A. Profile
- B. Unified Individual only
- C. Engagement
- D. Other

Correct Answer: B



According to the Data Cloud documentation, segments can only be created on the Unified Individual entity, which represents the result of Identity Resolution. The other data model object categories, such as Profile, Engagement, and Other, are not available for segmentation.

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