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QUESTION 1

Which information is provided in a .csv file when activating to Amazon S3?

- A. An audit log showing the user who activated the segment and when it was activated
- B. The activated data payload
- C. The metadata regarding the segment definition
- D. The manifest of origin sources within Data Cloud

Correct Answer: B

When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket¹. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated². The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab⁴. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab⁵. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

QUESTION 2

A user is not seeing suggested values from newly-modeled data when building a segment.

What is causing this issue?

- A. Value suggestion is still processing and to be available.
- B. Value suggestion requires Data Aware Specialist permissions at a minimum.
- C. Value suggestion can only work on direct attributes and not related attributes.
- D. Value suggestion will only return result for the first 50 values of a specific attribute.

Correct Answer: A

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines



QUESTION 3

Cloud Kicks received a Request to be Forgotten by a customer.

In which two ways should a consultant use Data Cloud to honor this request?

Choose 2 answers

- A. Delete the data from the incoming data stream and perform a full refresh.
- B. Add the Individual ID to a headerless file and use the delete from file functionality.
- C. Use Data Explorer to locate and manually remove the Individual.
- D. Use the Consent API to suppress processing and delete the Individual and related records from source data streams.

Correct Answer: BD

To honor a Request to be Forgotten by a customer, a consultant should use Data Cloud in two ways:

Add the Individual ID to a headerless file and use the delete from file functionality. This option allows the consultant to delete multiple Individuals from Data Cloud by uploading a CSV file with their IDs¹. The deletion process is asynchronous

and can take up to 24 hours to complete¹.

Use the Consent API to suppress processing and delete the Individual and related records from source data streams. This option allows the consultant to submit a Data Deletion request for an Individual profile in Data Cloud using the Consent

API². A Data Deletion request deletes the specified Individual entity and any entities where a relationship has been defined between that entity's identifying attribute and the Individual ID attribute². The deletion process is reprocessed at 30,

60, and 90 days to ensure a full deletion². The other options are not correct because:

1.

Deleting the data from the incoming data stream and performing a full refresh will not delete the existing data in Data Cloud, only the new data from the source system.

2.

Using Data Explorer to locate and manually remove the Individual will not delete the related records from the source data streams, only the Individual entity in Data Cloud. References:

3.

Delete Individuals from Data Cloud

4.

Requesting Data Deletion or Right to Be Forgotten

5.



Data Refresh for Data Cloud

6.

[Data Explorer]

QUESTION 4

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.

Which Data Cloud component allows for this?

- A. Segment exclusion
- B. Nested segments
- C. Segment membership data model object
- D. Calculated insights

Correct Answer: C

Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.

The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.

References:

1.

Segment Membership Data Model Object

2.

Data Cloud Reports and Dashboards

3.

Create a Segment in Data Cloud

QUESTION 5

Which consideration related to the way Data Cloud ingests CRM data is true?

- A. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization,



- B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.
- C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
- D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

Correct Answer: D

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time. This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to-date and accurate CRM data for segmentation and activation.

The other options are incorrect for the following reasons:

CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page². This option is false.

The CRM Connector's synchronization times can be customized to up to 60-minute intervals, not 15-minute intervals³. This option is false.

Formula fields are not refreshed at regular sync intervals, but only at the next full refresh⁴. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered.

This option is false.

References:

1.
[Connect and Ingest Data in Data Cloud article on Salesforce Help](#)
2.
[Data Sources in Data Cloud unit on Trailhead](#)
3.
[Data Cloud for Admins module on Trailhead](#)
4.
[\[Formula Fields in Data Cloud\] unit on Trailhead](#)
5.
[\[Data Streams in Data Cloud\] unit on Trailhead](#)

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