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QUESTION 1

A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.

Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

A. Use an S3 Private Key Certificate.

B. Use an S3 Encrypted Username and Password.

C. Use a JWT Token generated on S3.

D. Use an S3 Access Key and Secret Key.

Correct Answer: D

To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. References: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog

QUESTION 2

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud? Choose 2 answers

A. To ingest and unify data from various sources to reconcile customer identity

B. To create and orchestrate cross-channel marketing messages

C. To use harmonized data to more accurately understand the customer and business impact

D. To eliminate the need for separate business intelligence and IT data management tools

Correct Answer: AC

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data

Cloud are:

To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help

customers resolve identities across different channels and sources and create unified profiles of their customers.

To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data

Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce

solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

References:

1.

Learn How Data Cloud Works

2.

About Salesforce Data Cloud

3.

Discover Use Cases for the Platform

4.

Understand Common Data Analysis Use Cases

QUESTION 3

A customer requests that their personal data be deleted.

Which action should the consultant take to accommodate this request in Data Cloud?

A. Use a streaming API call to delete the customer\'s information.

B. Use Profile Explorer to delete the customer data from Data Cloud.

C. Use Consent API to request deletion of the customer\'s information.

D. Use the Data Rights Subject Request tool to request deletion of the customer\'s information.

Correct Answer: C

The Data Rights Subject Request tool is a feature that allows Data Cloud users to manage customer requests for data access, deletion, or portability. The tool provides a user interface and an API to create, track, and fulfill data rights requests. The tool also generates a report that contains the customer\'s personal data and the actions taken to comply with the request. The consultant should use this tool to accommodate the customer\'s request for data deletion in Data Cloud. References: Data Rights Subject Request Tool, Create a Data Rights Subject Request

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QUESTION 4

To import campaign members into a campaign in Salesforce CRM, a user wants to export the segment to Amazon S3. The resulting file needs to include the Salesforce CRM Campaign ID in the name.

What are two ways to achieve this outcome? Choose 2 answers

A. Include campaign identifier in the activation name.

B. Hard code the campaign identifier as a new attribute in the campaign activation.

C. Include campaign identifier in the filename specification.

D. Include campaign identifier in the segment name.

Correct Answer: AC

The two ways to achieve this outcome are A and C. Include campaign identifier in the activation name and include campaign identifier in the filename specification. These two options allow the user to specify the Salesforce CRM Campaign ID in the name of the file that is exported to Amazon S3. The activation name and the filename specification are both configurable settings in the activation wizard, where the user can enter the campaign identifier as a text or a variable. The activation name is used as the prefix of the filename, and the filename specification is used as the suffix of the filename. For example, if the activation name is "Campaign_123" and the filename specification is "{segmentName}_{date}", the resulting file name will be "Campaign_123_SegmentA_2023-12-18.csv". This way, the user can easily identify the file that corresponds to the campaign and import it into Salesforce CRM.

The other options are not correct. Option B is incorrect because hard coding the campaign identifier as a new attribute in the campaign activation is not possible. The campaign activation does not have any attributes, only settings. Option D is incorrect because including the campaign identifier in the segment name is not sufficient. The segment name is not used in the filename of the exported file, unless it is specified in the filename specification. Therefore, the user will not be able to see the campaign identifier in the file name.

QUESTION 5

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

A. Is Today

B. Is Birthday

C. Is Between

D. Is Anniversary of

Correct Answer: D

To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:

A. The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.

B. The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.

C. The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

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