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QUESTION 1

What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

- A. Cloud Storage Connector
- B. Commerce Cloud Connector
- C. Ingestion API
- D. Marketing Cloud Personalization Connector

Correct Answer: C

The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to 100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

QUESTION 2

Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.

Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments using nested segments.
- B. Create a High Investment Balance calculated insight.
- C. Package High Investment Balance Customers in a data kit.
- D. Create new segments by cloning High Investment Balance Customers.

Correct Answer: A

Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because: A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization. A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs. It is not a feature for creating segments, but rather for sharing components. Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce



QUESTION 3

What is the result of a segmentation criteria filtering on City | Is Equal To | '\\San José\\'?

A. Cities containing '\\San José

Correct Answer: D

The result of a segmentation criteria filtering on City | Is Equal To | 'San José

QUESTION 4

A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

A. Party Identification on Patient ID

B. Exact Last Name and Email

C. Email Address and Phone

D. Fuzzy First Name, Exact Last Name, and Email

Correct Answer: A

Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person. Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. References: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

QUESTION 5

A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants.

How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

A. Place the attribute for product color in one container and the attribute for product type in another container.



- B. Place an attribute for the "black" calculated insight to dynamically apply
- C. Place the attributes for product and product type as direct attributes.
- D. Place the attributes for product color and product type in a single container.

Correct Answer: D

To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data.

References:

1.

[Create a Segment in Data Cloud](#)

2.

[Learn About Segmentation Tools](#)

3.

[Salesforce Launches: Data Cloud Consultant Certification](#)

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