Salesforce

Exam Questions Data-Cloud-Consultant

Salesforce Certified Data Cloud Consultant(WI24)

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NEW QUESTION 1
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.

Answer: A

Explanation:
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:
? B. 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.
? C. 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.
? D. 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

NEW QUESTION 2
Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.
What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

A. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to theContact Point Phone data map object from the Contact data stream.
B. Ingest the Contact object and use streaming transforms to normalize the phone numbers fromthe Contact data stream into a separate Phone data lake object (DLO) that contains three rows,and then map this new DLO to the Contact Point Phone data map object.
C. Ingest the Contact object and then create a calculated insight to normalize the phone numbers,and then map to the Contact Point Phone data map object.
D. Ingest the Contact object and create formula fields in the Contact data stream on the phonenumbers, and then map to the Contact Point Phone data map object.

Answer: B

Explanation:
The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point. This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.
The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the
existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

NEW QUESTION 3
How can a consultant modify attribute names to match a naming convention in Cloud File Storage targets?

A. Use a formula field to update the field name in an activation.
B. Update attribute names in the data stream configuration.
C. Set preferred attribute names when configuring activation.
D. Update field names in the data model object.

Answer: C

Explanation:
A Cloud File Storage target is a type of data action target in Data Cloud that allows sending data to a cloud storage service such as Amazon S3 or Google Cloud Storage. When configuring an activation to a Cloud File Storage target, a consultant can modify the attribute names to match a naming convention by setting preferred attribute names in Data Cloud. Preferred attribute names are aliases that can be used to control the field names in the target file. They can be set for each attribute in the activation configuration, and they will override the default field names from the data model object. The other options are incorrect because they do not affect the field names in the target file. Using a formula field to update the field name in an activation will not change the field name, but only the field value. Updating attribute names in the data stream configuration will not affect the existing data lake objects or data model objects. Updating field names in the data model object will change the field names for all data sources and activations that use the object, which may not be desirable or consistent. References: Preferred Attribute Name, Create a Data Cloud Activation Target, Cloud File Storage Target

NEW QUESTION 4
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 fromsource data streams.

Answer: BD

Explanation:
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:
? 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 system3.
? 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:
? Delete Individuals from Data Cloud
? Requesting Data Deletion or Right to Be Forgotten
? Data Refresh for Data Cloud
? [Data Explorer]

NEW QUESTION 5
Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.
The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.
How should the Data Cloud consultant configure this activation?

A. Include Fund Type equal to "Mutual Fund" as a related attribut
B. Configure an activation based on the new segment with no additional attributes.
C. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
D. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
E. Include Fund Name and Fund Type by default for post processing in the target system.

Answer: B

Explanation:
To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:
? A. Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.
? C. Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.
? D. Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION 6
A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

A. Create a custom DMO from scratch that has all fields that are needed.
B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
C. Create custom fields on the standard Individual DMO.
D. Duplicate the standard Individual DMO and add the additional fields.

Answer: C

Explanation:
The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:
? 1: Data Model Objects in Data Cloud

NEW QUESTION 7
Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.

What should the consultant do to accomplish this?

A. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
B. Use the data spaces feature and applying filtering on the Account data lake object based on Country.
C. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
D. Use formula fields based on the account Country field to filter incoming records.

Answer: B

Explanation:
Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries.
References: Data Spaces, Create a Data Space

NEW QUESTION 8
During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

A. Harmonization
B. Data Cleansing
C. Data Consolidation
D. Identity Resolution

Answer: D

Explanation:
The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION 9
Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

A. Confirm the Create object permission is enabled in the Data Cloud org.
B. Confirm the View All object permission is enabled in the source Salesforce CRM org.
C. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
D. Confirm that the Modify Object permission is enabled in the Data Cloud org.

Answer: B

Explanation:
To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings1. Without this permission, the custom object will not be available in the New Data Stream configuration2. References:
? Manage Access with Data Cloud Permission Sets
? Object Permissions

NEW QUESTION 10
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.

Answer: D

Explanation:
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
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1blob:https://www.bing.com/fed40cd6-30db-497b-a587-44e59b9e1f0bhelp.salesforce.com2blob:https://www.bing.com/ec651c64-71a9-4e79-94f1-3631d6942839developer.salesforce.com

NEW QUESTION 10
A consultant is integrating an Amazon 53 activated campaign with the customer's destination system.
In order for the destination system to find the metadata about the segment, which file on the 53 will contain this information for processing?

A. The .txt file
B. The json file

C. The .csv file
D. The .zip file

Answer: B

Explanation:
The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file. The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION 11
Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record.
Which two features should a consultant consider for this use case? Choose 2 answers

A. Data Action
B. Profile API
C. Lightning Web Components
D. Query APL

Answer: BC

Explanation:
A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:
? Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and related attributes in Data Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.
? Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.
The other two options are not relevant for this use case. A Data Action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record.
References: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

NEW QUESTION 12
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.

Answer: AC

Explanation:
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.

NEW QUESTION 13
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.

Answer: D

Explanation:
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 activation1.
The other options are incorrect for the following reasons:
? A. CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page2. This option is false.
? B. The CRM Connector’s synchronization times can be customized to up to 60- minute intervals, not 15-minute intervals3. This option is false.

? C. 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
? : [Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION 16
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

Answer: C

Explanation:
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:
? Segment Membership Data Model Object
? Data Cloud Reports and Dashboards
? Create a Segment in Data Cloud

NEW QUESTION 17
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

Answer: D

Explanation:
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.

NEW QUESTION 18
A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis. What is the most efficient option to allow for this capability?

A. Create, publish, and deploy a data kit.
B. Create a reusable container block with common criteria.
C. Create a nested segment.
D. Create a segment and copy it for each brand.

Answer: B

Explanation:
The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.
The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.
References:
? Create a Container Block
? Create a Segment in Data Cloud
? Create and Publish a Data Kit
? Create a Nested Segment

NEW QUESTION 22
What should a user do to pause a segment activation with the intent of using that segment again?

A. Deactivate the segment.
B. Delete the segment.
C. Skip the activation.
D. Stop the publish schedule.

Answer: A

Explanation:
The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time1. This option allows the user to pause a segment activation with the intent of using that segment again.
The other options are incorrect for the following reasons:
? B. Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone2. This option does not allow the user to use the segment again.
? C. Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles3. This option does not pause the segment activation indefinitely.
? D. Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment4. This option does not pause the segment activation completely.
References:
? 1: Deactivated Segment article on Salesforce Help
? 2: Delete a Segment article on Salesforce Help
? 3: Skip an Activation article on Salesforce Help
? 4: Stop a Publish Schedule article on Salesforce Help

NEW QUESTION 26
A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM. This custom object stores the email address a Contact that they want to use for activation. To which data entity is mapped?

A. Contact
B. Contact Point_Email
C. Custom customer Email c object
D. Individual

Answer: B

Explanation:
The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email c object. The other options are not the correct data entities to map to because:
? A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.
? C. The custom Customer Email c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.
? D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model: Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers, [Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION 31
A consultant needs to package Data Cloud components from one organization to another.
Which two Data Cloud components should the consultant include in a data kit to achieve this goal?
Choose 2 answers

A. Data model objects
B. Segments
C. Calculated insights
D. Identity resolution rulesets

Answer: AD

Explanation:
To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
? Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.
? Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:
? 1: Data Model Objects in Data Cloud
? 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION 32
Which data model subject area defines the revenue or quantity for an opportunity by product family?

A. Engagement
B. Product

C. Party
D. Sales Order

Answer: D

Explanation:
The Sales Order subject area defines the details of an order placed by a customer for one or more products or services. It includes information such as the order date, status, amount, quantity, currency, payment method, and delivery method. The Sales Order subject area also allows you to track the revenue or quantity for an opportunity by product family, which is a grouping of products that share common characteristics or features. For example, you can use the Sales Order Line Item DMO to associate each product in an order with its product family, and then use the Sales Order Revenue DMO to calculate the total revenue or quantity for each product family in an opportunity. References: Sales Order Subject Area, Sales Order Revenue DMO Reference

NEW QUESTION 34
Northern Trail Qutfitters wants to be able to calculate each customer's lifetime value {LTV)
but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.
What should a consultant use to address this use case in Data Cloud?

A. Flow Orchestration
B. Nested segments
C. Metrics on metrics
D. Streaming data transform

Answer: C

Explanation:
Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition. References: Metrics on Metrics, Create Metrics on Metrics

NEW QUESTION 35
Where is value suggestion for attributes in segmentation enabled when creating the DMO?

A. Data Mapping
B. Data Transformation
C. Segment Setup
D. Data Stream Setup

Answer: C

Explanation:
Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 36
Which configuration supports separate Amazon S3 buckets for data ingestion and activation?

A. Dedicated S3 data sources in Data Cloud setup
B. Multiple S3 connectors in Data Cloud setup
C. Dedicated S3 data sources in activation setup
D. Separate user credentials for data stream and activation target

Answer: A

Explanation:
To support separate Amazon S3 buckets for data ingestion and activation, you need to configure dedicated S3 data sources in Data Cloud setup. Data sources are used to identify the origin and type of the data that you ingest into Data Cloud1. You can create different data sources for each S3 bucket that you want to use for ingestion or activation, and specify the bucket name, region, and access credentials2. This way, you can separate and organize your data by different criteria, such as brand, region, product, or business unit3. The other options are incorrect because they do not support separate S3 buckets for data ingestion and activation. Multiple S3 connectors are not a valid configuration in Data Cloud setup, as there is only one S3 connector available4. Dedicated S3 data sources in activation setup are not a valid configuration either, as activation setup does not require data sources, but activation targets5. Separate user credentials for data stream and activation target are not sufficient to support separate S3 buckets, as you also need to specify the bucket name and region for each data source2.
References: Data Sources Overview, Amazon S3 Storage Connector, Data Spaces Overview, Data Streams Overview, Data Activation Overview

NEW QUESTION 38
A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number.
To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats.
What is the most efficient way to guarantee that the various phone number formats are standardized?

A. Create a formula field to standardize the format.
B. Edit and update the data in the source system prior to sending to Data Cloud.
C. Assign the PhoneNumber field type when creating the data stream.
D. Create a calculated insight after ingestion.

Answer: C

Explanation:
The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns. The other options are either more time- consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

NEW QUESTION 43
Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

A. Automation Studio and Profile file API
B. Marketing Cloud Connect API
C. Marketing Cloud Data extension Data Stream
D. Email Studio Starter Data Bundle

Answer: C

Explanation:
The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space. Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.
The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.
References:
? Marketing Cloud Data Extension Data Stream
? Data Cloud Data Ingestion
? [Marketing Cloud Data Extension Data Stream API]
? [Marketing Cloud Connect API]
? [Email Studio Starter Data Bundle]

NEW QUESTION 44
What does it mean to build a trust-based, first-party data asset?

A. To provide transparency and security for data gathered from individuals who provide consentfor its use and receive value in exchange
B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all complianceregulations
C. To ensure opt-in consents are collected for all email marketing as required by law
D. To obtain competitive data from reliable sources through interviews, surveys, and polls

Answer: A

Explanation:
Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust- based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards. References: Use first- party data for a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

NEW QUESTION 47
A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".
Which two troubleshooting tips should help remedy this issue? Choose 2 answers

A. Split the segment into smaller segments.
B. Use calculated insights in order to reduce the complexity of the segmentation query.
C. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
D. Space out the segment schedules to reduce DLO load.

Answer: AB

Explanation:
The error “Segment references too many data lake objects (DLOs)” occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:
? Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error. The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.
? Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute. For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.
The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs)

is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment query complexity.
References:
? Troubleshoot Segment Errors
? Create a Calculated Insight
? Create a Segment in Data Cloud

NEW QUESTION 51
A Data Cloud Consultant Is in the process of setting up data streams for a new service- based data source.
When ingesting Case data, which field is recommended to be associated with the Event Time field?

A. Last Modified Date
B. Resolution Date
C. Escalation Date
D. Creation Date

Answer: A

Explanation:
The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

NEW QUESTION 56
A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why.
What are two likely explanations for the increase? Choose 2 answers

A. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
B. Duplicates have been removed from source system data streams.
C. Identity resolution rules have been removed to reduce the number of matched profiles.
D. Identity resolution rules have been added to the ruleset to increase the number of matchedprofiles.

Answer: AD

Explanation:
The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as 1 - (number of unified profiles / number of source profiles). A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:
? New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one. When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.
? Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.
References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION 61
A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.
What should the consultant do to address this issue?

A. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
B. Create and run a new rules fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
C. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
D. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

Answer: C

Explanation:
Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency. Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution.
References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identiy Resolution.

NEW QUESTION 66
Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency, monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores that it activates to a Marketing Cloud activation target.

Which two actions are required when configuring the activation? Choose 2 answers

A. Add additional attributes.
B. Choose a segment.
C. Select contact points.
D. Add the calculated insight in the activation.

Answer: BC

Explanation:
To configure an activation to a Marketing Cloud activation target, you need to choose a segment and select contact points. Choosing a segment allows you to specify which unified individuals you want to activate. Selecting contact points allows you to map the attributes from the segment to the fields in the Marketing Cloud data extension. You do not need to add additional attributes or add the calculated insight in the activation, as these are already part of the segment definition. References: Create a Marketing Cloud Activation Target; Types of Data Targets in Data Cloud

NEW QUESTION 69
Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand. Which capability best supports NTO's desire to separate its data by brand?

A. Data streams for each brand
B. Data model objects for each brand
C. Data spaces for each brand
D. Data sources for each brand

Answer: C

Explanation:
Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit1. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation2. For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands3. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand4. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand5. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand.
References: Data
Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION 74
A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.
What is the cause of this issue?

A. Data has not yes been ingested into the DMO.
B. The new DMO is not of category Profile.
C. The new DMO does not have a relationship to the individual DMO
D. Segmentation is only supported for the Individual and Unified Individual DMOs.

Answer: B

Explanation:
The cause of this issue is that the new custom data model object (DMO) is not of category Profile. A category is a property of a DMO that defines its purpose and functionality in Data Cloud. There are three categories of DMOs: Profile, Event, and Other.
Profile DMOs are used to store attributes of individuals or entities, such as name, email, address, etc. Event DMOs are used to store actions or interactions of individuals or entities, such as purchases, clicks, visits, etc. Other DMOs are used to store any other type of data that does not fit into the Profile or Event categories, such as products, locations, categories, etc. Only Profile DMOs can be used for creating segments in Data Cloud, as segments are based on the attributes of individuals or entities. Therefore, if the new custom DMO is not of category Profile, it will not appear in the segmentation canvas. The other options are not correct because they are not the cause of this issue. Data ingestion is not a prerequisite for creating segments, as segments can be created based on the data model schema without actual data. The new DMO does not need to have a relationship to the individual DMO, as segments can be created based on any Profile DMO, regardless of its relationship to other DMOs. Segmentation is not only supported for the Individual and Unified Individual DMOs, as segments can be created based on any Profile DMO, including custom ones. References: Create a Custom Data Model Object from an Existing Data Model Object, Create a Segment in Data Cloud, Data Model Object Category

NEW QUESTION 75
A customer has a calculated insight about lifetime value.
What does the consultant need to be aware of if the calculated insight. needs to be modified?

A. Mew dimensions can be added.
B. Existing dimensions can be removed.
C. Existing measures can be removed.
D. Mew measures can be added.

Answer: B

Explanation:
A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated

insight12:
? Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data. Therefore, the correct answer is B.
? New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.
? Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.
? New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION 77
The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.
Which statement addresses the cause of this issue?

A. The Salesforce Integration User Is missing Rad permissions on the newly created field.
B. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
C. Custom fields on the Case object are not supported for ingesting into Data Cloud.
D. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.

Answer: A

Explanation:
The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. References: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

NEW QUESTION 78
A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.
Which two functional areas should the consultant highlight in relation to managing customer data?
Choose 2 answers

A. Data Harmonization
B. Unified Profiles
C. Master Data Management
D. Data Marketplace

Answer: AB

Explanation:
Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data1. Two functional areas that the consultant should highlight in relation to managing customer data are:
? Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data1. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.
? Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID1. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:
? Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.
? Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. References:
? Salesforce Data Cloud
? [Data Harmonization for Data Cloud]
? [Unified Profiles for Data Cloud]
? [What is Master Data Management?]
? [Integrate Data Cloud with Master Data Management]
? [Data Marketplace for Data Cloud]

NEW QUESTION 79
A customer has a requirement to receive a notification whenever an activation fails for a particular segment.
Which feature should the consultant use to solution for this use case?

A. Flow
B. Report
C. Activation alert
D. Dashboard

Answer: C

Explanation:
The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the

frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. References: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

NEW QUESTION 82
Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

A. Individual
B. Transaction
C. Sales Order
D. Engagement

Answer: B

Explanation:
Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud. Transaction data streams are used for time- based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. References: Data Streams, Data Stream Categories

NEW QUESTION 83
An organization wants to enable users with the ability to identify and select text attributes from a picklist of options.
Which Data Cloud feature should help with this use case?

A. Value suggestion
B. Data harmonization
C. Transformation formulas
D. Global picklists

Answer: A

Explanation:
Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the
segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION 85
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