Passcert

Higher Quality, better service!

Q&A

Http://www.passcert.com

We offer free update service for one year.

Exam : **Data-Con-101**

Title : Salesforce Certified Data Cloud Consultant

Version : DEMO

1.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: B,C
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.
Reference: Create a Marketing Cloud Activation Target; Types of Data Targets in Data Cloud

2.A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.
Which configuration change should a consultant consider in order to increase the consolidation rate?
A. Change reconciliation rules to Most Occurring.
B. Increase the number of matching rules.
C. Include additional attributes in the existing matching rules.
D. Reduce the number of matching rules.
Answer: B
Explanation:
The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as 1 - (number of unified individuals / number of source individuals).
For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes. By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles.
Reference: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

3.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.
Reference: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog
Learn more
1blob:https://www.bing.com/fed40cd6-30db-497b-a587-44e59b9e1f0b
help.salesforce.com2blob:https://www.bing.com/ec651c64-71a9-4e79-94f1-3631d6942839
developer.salesforce.com

4.A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.
Which two areas should a consultant review to troubleshoot this issue? Choose 2 answers
A. Review data transformations to ensure they're run after calculated insights.
B. Review calculated insights to make sure they're run before segments are refreshed.
C. Review segments to ensure they're refreshed after the data is ingested.
D. Review calculated insights to make sure they're run after the segments are refreshed.
Answer: B,C
Explanation:
The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they’re run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them.
Reference: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

5.Northern Trail Outfitters wants to use some of its Marketing Cloud data in Data Cloud.
Which engagement channel data will require custom integration?
A. SMS
B. Email
C. CloudPage
D. Mobile push
Answer: C
Explanation:

CloudPage is a web page that can be personalized and hosted by Marketing Cloud. It is not one of the standard engagement channels that Data Cloud supports out of the box. To use CloudPage data in Data Cloud, a custom integration is required. The other engagement channels (SMS, email, and mobile push) are supported by Data Cloud and can be integrated using the Marketing Cloud Connector or the Marketing Cloud API.
Reference: Data Cloud Overview, Marketing Cloud Connector, Marketing Cloud API