



TRUSTED, ACCURATE AND RELIABLE!

The most comprehensive IT certification
preparation materials in the industry!

All rights reserved. No part of this document may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. Unauthorized copying, reselling, or distribution of this document is strictly prohibited and may result in legal action.

<https://www.virtulearner.com>
support@virtulearner.com

Salesforce

Data-Con-101

Salesforce Certified Data
Cloud Consultant Exam

QUESTION: 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(s): 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

QUESTION: 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(s): B

Explanation:

The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as $1 - (\text{number of unified individuals} / \text{number of source individuals})$. 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

QUESTION: 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(s): 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

QUESTION: 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.