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質問: 1

顧客は、データ ウェアハウスのトランザクション データを Data Cloud で使用したいと考えています。

データのエクスポートは SFTP サイト経由でのみ可能です。

ファイルを Data Cloud に取り込むにはどうすればよいでしょうか？

- A. SFTP コネクタを使用してファイルを取り込みます。
- B. Cloud Storage Connector を介してファイルを取り込みます。
- C. データ インポート ウィザードを使用してファイルを手動でインポートします。
- D. Salesforce の Dataloader アプリケーションを使用して、デスクトップから一括アップロードを実行します。

正解: A ([コメントを发表する](#))

The SFTP Connector is a data source connector that allows Data Cloud to ingest data from an SFTP server.

The customer can use the SFTP Connector to create a data stream from their exported file and bring it into Data Cloud as a data lake object. The other options are not the best ways to bring the file into Data Cloud because:

B). The Cloud Storage Connector is a data source connector that allows Data Cloud to ingest data from cloud storage services such as Amazon S3, Azure Storage, or Google Cloud Storage. The customer does not have their data in any of these services, but only on an SFTP site.

C). The Data Import Wizard is a tool that allows users to import data for many standard Salesforce objects, such as accounts, contacts, leads, solutions, and campaign members. It is not designed to import data from an SFTP site or for custom objects in Data Cloud.

D). The Dataloader is an application that allows users to insert, update, delete, or export Salesforce records. It is not designed to ingest data from an SFTP site or into Data Cloud.

References: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

質問: 2

正常に構成された Amazon S3 データストリームが「ファイルが見つかりません」というエラーメッセージで更新に失敗した場合、コンサルタントが実行する必要がある 2 つの手順はどれですか？

2つの回答を選択してください

- A. S3 ユーザーに正しい権限が設定されているかどうかを確認します。
- B. 指定されたバケットの場所にファイルが存在するかどうかを確認します。
- C. Data Cloud セットアップで Amazon S3 データ ソースが有効になっているかどうかを確認します。
- D. Data Cloud ユーザーに正しい権限が設定されているかどうかを確認します。

正解: **B,D** ([コメントを发表する](#))

A "NO FILE FOUND" error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:

The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.

The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly.

References: Create Amazon S3 Data Stream in Data Cloud, How to Use the Amazon S3 Storage Connector in Data Cloud, Amazon S3 Connection

質問: 3

Cloud Kicks のアナリストは、過去 1 週間の 1 日あたりの平均売上高を判断するために、すぐにインサイトを取得する必要があります。

コンサルタントは何を推奨すべきでしょうか？

- A. セールスフォースフロー
- B. クエリ API を利用した Lightning Web コンポーネント
- C. Salesforce レポート
- D. Azure へのセグメントのアクティブ化

正解: ([正解を表示します](#))

To help the analyst from Cloud Kicks determine the average sales per day during the past week, Salesforce Reports is the most efficient and straightforward solution. Here's a detailed breakdown:

Understanding Salesforce Reports :Salesforce Reports is a native tool within the Salesforce platform that allows users to create, customize, and analyze data in various formats. It is particularly well-suited for quick insights and ad-hoc analysis without requiring complex development or integrations.

Why Not Other Options?

Option A (Salesforce Flows) : While Salesforce Flows is a powerful automation tool, it is not designed for analytical purposes. Creating a flow to calculate average sales per day would require additional configuration and logic, making it unnecessarily complex for this use case.

Option B (Lightning Web Component Utilizing Query API) : Using a Lightning Web Component with the Query API involves custom development. While this approach is flexible, it is overkill for a simple analytical task like calculating average sales.

Option D (Segment Activation to Azure) : Segment activation refers to exporting segmented customer data to external platforms like Azure. This process is unrelated to generating quick insights and would introduce unnecessary complexity for this requirement.

How Salesforce Reports Can Be Used :

Step 1: Create a Report : Navigate to the Salesforce Reports tab and create a new report based on the relevant object (e.g., Opportunities or Orders).

Step 2: Filter by Date Range : Apply a filter to include only records from the past week. For example, set the "Close Date" field to "Last Week."

Step 3: Add Summary Fields : Use summary formulas or grouping to calculate total sales for each day. Then, compute the average sales per day by dividing the total sales by the number of days in the range.

Step 4: Run the Report : Execute the report to view the results instantly.

Salesforce Documentation Reference :Salesforce's official documentation highlights that Reports are the go-to tool for analyzing and summarizing data quickly. They are designed to provide actionable insights without requiring advanced technical skills, making them ideal for tasks like calculating average sales.

By leveraging Salesforce Reports, the analyst can efficiently obtain the required insights without additional development or integration efforts.

質問: 4

Northern Trail Outfitters は、Marketing Cloud データの一部を Data Cloud で使用したいと考えています。

どのエンゲージメント チャンネル データにカスタム統合が必要ですか？

- A. SMS
- B. メールアドレス
- C. クラウドページ
- D. モバイルプッシュ

正解: ([正解を表示します](#))

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. References: Data Cloud Overview, Marketing Cloud Connector, Marketing Cloud API

質問: 5

データ ソースを切断する前に削除する必要がある 2 つの依存関係はどれですか。
2つの回答を選択してください

- A. 活性化対象
- B. セグメント
- C. アクティベーション
- D. データストリーム

正解: ([正解を表示します](#))

Dependencies in Data Cloud:

Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.

Reference: Salesforce Data Source Management Documentation

Identifying Dependencies:

Segment: Segments using data from the source must be deleted or reassigned.

Data Stream: The data stream must be disconnected, as it directly relies on the data source.

Reference: Salesforce Segment and Data Stream Management Guide

Steps to Remove Dependencies:

Remove Segments:

Navigate to the Segmentation interface in Salesforce Data Cloud.

Identify and delete segments relying on the data source.

Disconnect Data Stream:

Go to the Data Stream settings.

Locate and disconnect the data stream associated with the source.

Reference: Salesforce Segment Deletion and Data Stream Disconnection Tutorial Practical Application:

Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.

Reference: Salesforce Data Source Disconnection Best Practices

質問: 6

コンサルタントは、エンゲージメント ベースの関連属性を使用して最近のアクティベーションを確認していますが、大部分のセグメント メンバーのペイロードに関連属性が表示されません。

この問題のトラブルシューティングを行うためにコンサルタントが確認する必要がある 2 つの領域はどれですか？

2つの回答を選択してください

- A. 関連するエンゲージメント イベントは過去 90 日以内に発生しました。
- B. アクティベーションは、エンゲージメント データではなく、プロフィール データに基づいてセグメント化されたセグメントを参照しています。
- C. 関連する属性に対して正しいパスが選択されます。
- D. アクティブ化されたプロフィールには、統合連絡先ポイントがあります。

正解: ([正解を表示します](#))

Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:

For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.

The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters.

The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

質問: 7

Northern Trail Outfitters には、Data Cloud に取り込んでセグメンテーションに使用する次の顧客データがあります。

1. 購入意欲

2. アクティブな会員である

3. 仕事用メールアドレス

このデータを取り込むときにコンサルタントはどのデータ型を使用する必要がありますか？

A. 数値、テキスト、URL

B. パーセント、ブール値、メール

C. 数値、ブール値、テキスト

D. パーセント、数値、メール

正解: ([正解を表示します](#))

When ingesting customer data into Data Cloud, it is critical to use the correct data types to ensure proper segmentation and usage. Here's how the consultant should handle the provided data points:

Propensity to Purchase :

This represents a likelihood or probability value, typically expressed as a percentage (e.g., 75%).

The appropriate data type for this field is Percent , which allows for easy interpretation and use in segmentation.

Has Active Membership :

This is a binary value indicating whether a customer has an active membership (e.g., "Yes" or "No").

The correct data type for this field is Boolean , which supports true/false values.

Work Email Address :

This is a standard email address field.

The appropriate data type is Email , which ensures proper validation and formatting.

Why Not Other Options?

A). Number, Text, URL: These data types are incorrect because "Propensity to Purchase" should be a percentage, not a generic number. Similarly, "Work Email Address" should be an email type, not a URL.

C). Number, Boolean, Text: While "Number" could work for propensity scores, it lacks the semantic meaning of a percentage. Additionally, "Text" is not suitable for email addresses.

D). Percent, Number, Email: Using "Number" for "Has Active Membership" is incorrect because it is a binary value, not a numeric one.

By selecting Percent, Boolean, Email , the consultant ensures that the data is correctly formatted and ready for segmentation and analysis.

質問: 8

Data Cloud を使用する金融会社は、ユーザーが顧客が関与するさまざまなチャネルをすべて確認する方法を簡素化したいと考えています。この要件を満たすためにコンサルタントはどの機能を推奨する必要がありますか？

A. Data Cloud を使用して、Tableau などの分析ツールに接続します。

- B. 計算された洞察を使用して、さまざまな顧客といつどのように関わるかを決定します。
- C. 取り込んだデータとインサイトに基づいてセグメントを作成し、Marketing Cloud でアクティブ化します。
- D. Data Cloud を使用して、利用可能なさまざまなデータ ソースからデータを取り込みます。

正解: ([正解を表示します](#))

To simplify how users can view all the various channels a customer engages with, the best solution is to use Data Cloud to connect with analytic tools like Tableau . Here's why and how this works:

Understanding the Requirement

The finance company wants its users to have a consolidated view of all customer engagement channels (e.g., email, social media, website interactions, etc.). This requires: Aggregating data from multiple sources into a unified platform.

Providing an intuitive and visual way to analyze and interpret the data.

Why Use Data Cloud with Analytic Tools like Tableau?

Data Cloud as a Centralized Data Hub : Salesforce Data Cloud aggregates data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into a unified platform. This ensures that all customer engagement data is available in one place.

Tableau for Advanced Visualization :

Tableau is a powerful analytics and visualization tool that integrates seamlessly with Salesforce Data Cloud.

It allows users to create interactive dashboards and reports that provide a comprehensive view of customer engagement across all channels.

Users can drill down into specific channels, analyze trends, and gain actionable insights without needing advanced technical skills.

Simplified User Experience : By leveraging Tableau's intuitive interface, users can easily explore and understand customer engagement patterns without requiring deep knowledge of the underlying data structure.

Steps to Implement This Solution

Step 1: Ingest Data into Data Cloud

Ensure that all relevant customer engagement data (e.g., website visits, email interactions, social media activity) is ingested into Data Cloud from various sources.

Use Data Streams to bring in data from CRM, Marketing Cloud, and other external systems.

Step 2: Connect Data Cloud to Tableau

Navigate to Setup > Analytics > Tableau CRM in Salesforce.

Configure the integration between Data Cloud and Tableau to enable seamless data flow.

Step 3: Create Dashboards in Tableau

Use Tableau to build dashboards that consolidate customer engagement data from all channels.

Include visualizations such as bar charts, heatmaps, and trend lines to highlight key insights (e.g., most active channels, engagement frequency, etc.).

Step 4: Share Dashboards with Users

Publish the dashboards to Tableau Server or Tableau Online.

Provide access to the relevant users within the finance company so they can view and interact with the dashboards.

Why Not Other Options?

B). Use calculated insights to determine when and how to engage with various customers :While calculated insights are useful for understanding customer behavior, they do not provide a consolidated view of all engagement channels. This option focuses more on decision-making rather than visualization.

C). Create segments based on the ingested data and insights to activate in Marketing Cloud :Segmentation is valuable for targeting specific groups of customers, but it does not address the requirement to view all engagement channels in one place. Segments are more about grouping customers rather than providing a holistic view.

D). Use Data Cloud to ingest data from various available data sources :While ingesting data is a critical first step, it does not solve the problem of simplifying how users view engagement channels. The focus here is on data ingestion, not visualization or analysis.

Conclusion

By connecting Data Cloud with Tableau , the finance company can provide its users with a simplified and visually intuitive way to view all customer engagement channels. This approach lever

質問: 9

ある顧客が、過去30日間に注文を行った顧客の大規模なセグメントを作成し、...から関連属性をアクティベーションに追加しました。Marketing Cloudでアクティベーションを確認すると、30日以上前の注文が含まれていることに気がしました。

この問題を解決するためにコンサルタントは何をすべきでしょうか？

- A. 30 日間のデータのみを含むデータ グラフを使用します。
- B. データ スペース フィッターを適用して、30 日以上経過した注文を除外します。
- C. 購入注文日にフィルターを適用して、30 日以上経過した注文を除外します。
- D. Marketing Cloud Engagement で SQL を使用して、30 日以上経過した注文を削除します。

正解: **C** ([コメントを发表する](#))

The issue arises because the activated segment in Marketing Cloud contains orders older than 30 days, despite the segment being defined to include only recent orders. The best solution is to apply a filter to the Purchase Order Date to exclude older orders. Here's why:

Understanding the Issue

The segment includes related attributes from the purchase order data.

Despite filtering for orders placed in the last 30 days, older orders are appearing in the activation.

Why Apply a Filter to Purchase Order Date?

Root Cause :

The related attributes (e.g., purchase order details) may not be filtered by the same criteria as the segment.

Without a specific filter on the Purchase Order Date , older orders may inadvertently be included.

Solution Approach :

Applying a filter directly to the Purchase Order Date ensures that only orders within the desired timeframe are included in the activation.

Other Options Are Less Suitable :

A). Use data graphs that contain only 30 days of data : Data graphs are not typically used to filter data for activations.

B). Apply a data space filter to exclude orders older than 30 days : Data space filters apply globally and may unintentionally affect other use cases.

D). Use SQL in Marketing Cloud Engagement to remove orders older than 30 days : This is a reactive approach and does not address the root cause in Data Cloud.

Steps to Resolve the Issue

Step 1: Review the Segment Definition

Confirm that the segment filters for orders placed in the last 30 days.

Step 2: Add a Filter to Purchase Order Date

Modify the activation configuration to include a filter on the Purchase Order Date , ensuring only orders within the last 30 days are included.

Step 3: Test the Activation

Publish the segment again and verify that the activation in Marketing Cloud contains only the desired orders.

Conclusion

By applying a filter to the Purchase Order Date , the consultant ensures that only orders placed in the last 30 days are included in the activation, resolving the issue effectively.

質問: 10

ユーザーはData Cloudでセグメントを作成し、アクティベーションを作成中です。関連属性を選択する際に、個人に関連するとわかっている属性セットが見つかりません。これらの属性が利用できない理由を説明している記述はどれですか？

A. セグメントはプロファイル データでセグメント化されていません。

B. 属性は別のアクティベーションで使用されています。

C. 必要な属性は、異なる関連パスに存在します。

D. アクティベーションには 1 対 1 の属性のみを含めることができます。

正解: ([正解を表示します](#))

The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity.

However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one- to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes. References:

Related Attributes in Activation

Considerations for Selecting Related Attributes

Salesforce Launches: Data Cloud Consultant Certification

Create a Segment in Data Cloud

質問: 11

データクラウド コンサルタントは、セグメンテーション中に同意を適切に適用するにはどうすればよいのでしょうか？

- A.** 該当するエンゲージメント チャンネルのアクティベーション中に、ゴールデン レコードからの同意ステータスを含めます。
- B.** 各セグメントのフィルター条件に、該当するエンゲージメント チャンネルのパーティ IDを含めます。
- C.** 該当するエンゲージメント チャンネルのセグメンテーション中に、統合プロファイルを含めます。
- D.** 各セグメントのフィルター条件に、該当するエンゲージメント チャンネルの同意ステータスを含めます。

正解: **D** ([コメントを发表する](#))

Understanding Consent Management in Salesforce Data Cloud:

Consent management is crucial for maintaining compliance with data protection regulations like GDPR and CCPA. It ensures that customer data is used in accordance with their given permissions.

Reference: Salesforce Consent Management Documentation

Role of Consent Status in Segmentation:

The Consent Status indicates whether a customer has agreed or opted-in to specific types of communication or data processing activities.

During segmentation, applying the correct consent status ensures that only those customers who have provided the necessary permissions are included in targeted campaigns.

Reference: Salesforce Data Cloud Consent Management Overview

Implementation of Consent Status in Segmentation:

When creating segments, including the Consent Status in the filter criteria helps to dynamically segment the audience based on their consent preferences.

This ensures compliance and improves the relevance and personalization of communications.

Example: If creating a marketing campaign for email outreach, the segment would only include customers who have a consent status allowing email communication.

Reference: Salesforce Data Cloud Segmentation Guide

Practical Application:

Go to the segmentation tool within Salesforce Data Cloud.

In the filter criteria, add the Consent Status attribute relevant to the channel of engagement.

Define the values (e.g., Opted-in, Subscribed) to ensure only compliant customer profiles are included.

質問: 12

City | Is Equal To | 'San Jose' でフィルタリングしたセグメンテーション基準の結果は何ですか?

- A. San Jose、San Jose、san jose、または san joseを含む都市
- B. San Joseまたは san joseのみを含む都市
- C. San Joseまたは San Joseのみを含む都市
- D. San Joseまたは san joseのみを含む都市

正解: ([正解を表示します](#))

The result of a segmentation criteria filtering on City | Is Equal To | 'San Jose' is cities only containing 'San Jose' or 'san jose'. This is because the segmentation criteria is case-sensitive and accent-sensitive, meaning that it will only match the exact value that is entered in the filter¹. Therefore, cities containing 'San Jose', 'san jose', or 'San Jose' will not be included in the result, as they do not match the filter value exactly. To include cities with different variations of the name 'San Jose', you would need to use the OR operator and add multiple filter values, such as 'San Jose' OR 'San Jose' OR 'san jose' OR 'san jose'

2. References: Segmentation Criteria, Segmentation Operators

質問: 13

セグメントを構築するときに、新しくモデル化されたデータからの推奨値が表示されません。

この問題の原因は何ですか？

- A. 値の提案は、特定の属性の最初の50個の値の結果のみを返します。
- B. 値の提案は直接属性に対してのみ機能し、関連属性に対しては機能しません。
- C. 値の提案には、少なくとも Data Aware Specialist 権限が必要です。
- D. 値の提案はまだ処理中であり、利用可能になるまでに最大 24 時間かかります。

正解: ([正解を表示します](#))

The most likely cause of this issue is that value suggestion is still processing and takes up to 24 hours to be available. Value suggestion is a feature that enables you to see suggested values for data model object (DMO) fields when creating segment filters.

However, this feature needs to be enabled for each DMO field, and it can take up to 24 hours for the suggested values to appear after enabling the feature¹. Therefore, if a user is not seeing suggested values from newly-modeled data, it could be that the data has not been processed yet by the value suggestion feature. References:

Use Value Suggestions in Segmentation

質問: 14

ある顧客企業には、異なるタイムゾーンで勤務する複数のチームメンバーがセグメントオーディエンスを作成しています。そのうちの1人は、組織のタイムゾーン設定と一致する太平洋標準時タイムゾーンの本社で勤務しています。

別のチームメンバーは東部標準時でリモート勤務しています。

セグメントおよびアクティベーション スケジュール領域で自分のホーム タイム ゾーンが表示されるのはどのユーザーですか？

- A. 太平洋時間帯のチーム メンバー。
- B. 東部標準時のチームメンバー。
- C. どちらのチーム メンバーも、Data Cloud ではすべてのスケジュールが GMT で表示されます。
- D. 両方のチームメンバー。データクラウドは、セグメントとアクティベーションのスケジュールをログインユーザーのタイムゾーンに合わせて調整します。

正解: ([正解を表示します](#))

The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time

zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:

Data Cloud Time Zones

Change default time zones for Users and the organization

Change your time zone settings in Salesforce, Google & Outlook

DateTime field and Time Zone Settings in Salesforce

質問: 15

ユーザーが Data Cloud で統合された顧客データを視覚化および分析できるようにするツールはどれですか？

A. Salesforce CLI

B. ヘロク

C. タブロー

D. アインシュタインアナリティクス

正解: ([正解を表示します](#))

Salesforce Data Cloud Overview: Salesforce Data Cloud enables organizations to unify and manage customer data from multiple sources, providing a comprehensive view of customer interactions and behaviors.

Visualization and Analysis: For visualizing and analyzing this unified data, Salesforce provides multiple tools, each serving different purposes. Tableau is particularly noted for its advanced analytics and visualization capabilities.

Tableau Integration: Tableau is integrated with Salesforce, allowing users to create detailed and interactive visualizations. It can connect directly to Salesforce Data Cloud, pulling in unified data for comprehensive analysis.

Capabilities: Tableau supports a wide range of data sources and formats, offering drag-and-drop features to create complex charts and dashboards. This makes it an ideal tool for analyzing the rich datasets managed within Salesforce Data Cloud.

References:

Salesforce Help: Tableau Integration

Salesforce Data Cloud Overview

質問: 16

セグメンテーションと計算されたインサイトでの時間ベースの操作にデータを使用するには、どのデータ ストリーム カテゴリを割り当てる必要がありますか？

A. 個人

B. トランザクション

C. 販売注文

D. エンゲージメント

正解: **B** ([コメントを発表する](#))

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

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質問: 17

Northern Trail Outfitters は、各顧客の生涯価値 (LTV) を計算できるようにしたいだけでなく、Web サイト、モバイル アプリ、小売チャネルによって得られた収益の内訳も作成したいと考えています。

コンサルタントは、Data Cloud でこのユースケースに対処するために何を使用すればよいのでしょうか？

- A. フローオーケストレーション
- B. ネストされたセグメント
- C. メトリクスのメトリクス
- D. ストリーミングデータ変換

正解: ([正解を表示します](#))

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

質問: 18

コンサルタントは、データ クラウドで新しいオーディエンスを構築したいと考えています。

セグメントを構築する際、コンサルタントが含めることができる 3 つの基準はどれですか？

3つの回答を選択してください

- A. 直接属性
- B. データストリーム属性
- C. 計算された洞察
- D. 関連属性
- E. ストリーミングインサイト

正解: **A,C,D** ([コメントを发表する](#))

A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:

Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.

Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.

Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.

The other two options are not valid criteria for building a segment in Data Cloud. **Data stream attributes** are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms.

Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization. References: [Create a Segment in Data Cloud](#), [Use Insights in Data Cloud](#), [Data Cloud Data Model](#)

質問: 19

空の値を無視するオプションは、ID 解決で何を行いますか？

- A. カスタムマッチルールを実行するときに空のフィールドを無視します
- B. 照合ルールを実行するときに空のフィールドを無視します

C. ID解決ルールを実行するときに、空のフィールドを持つ個々のオブジェクトレコードを無視します。

D. 標準の一致ルールを実行するときに空のフィールドを無視します

正解: ([正解を表示します](#))

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

Data Cloud Identity Resolution Reconciliation Rule Input

Configure Identity Resolution Rulesets

Data and Identity in Data Cloud

質問: 20

コンサルタントは、統合された個人プロフィールに最新の電子メール アドレスが保存されていないことに気付きました。

この問題を解決するためにコンサルタントはどのようなアクションを取る必要がありますか？

A. Salesforce CRM から古いメール アドレスを削除します。

B. DLO オブジェクトと連絡先メールのマッピングが正しいかどうかを確認します。

C. 調整ルールが正しく使用されていることを確認します。

D. 必要に応じて、ソース システムの電子メール アドレスを確認して更新します。

正解: ([正解を表示します](#))

Understanding Unified Individual Profile:

The unified individual profile combines data from multiple sources to create a comprehensive view of each customer.

Reference: Salesforce Unified Profile Documentation

Issue with Latest Email Address:

If the latest email address is not being stored, the reconciliation rules, which determine how data from different sources is combined and updated, may be incorrectly configured.

Reference: Salesforce Data Reconciliation Overview

Reconciliation Rules:

These rules define which data source has priority and how conflicts are resolved when combining data.

Ensuring that these rules are correctly configured is essential for maintaining accurate and up-to-date profiles.

Reference: Salesforce Reconciliation Rules Guide

Steps to Troubleshoot:

Navigate to the reconciliation rules settings in Salesforce Data Cloud.

Review the current rules to ensure the correct handling of email addresses.

Verify that the rules prioritize the most recent data and handle duplicates appropriately.

Reference: Salesforce Reconciliation Rules Configuration Documentation

質問: 21

小売顧客はさまざまなソースから顧客データを取得したいと考えています

そして、アイデンティティ解決を利用して、

セグメンテーションに使用されます。

アクティベーション メンバーシップではどのエンティティにセグメント化する必要がありますか？

A. 加入者

B. 統合された個体

C. 統合連絡先

D. 個人

正解: ([正解を表示します](#))

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from¹. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

Identity Resolution Ruleset Processing Results

Consider Data Implications for Segmentation

Prepare for your Salesforce Data Cloud Consultant Credential

AI-based Identity Resolution: Linking Diverse Customer Data

質問: 22

顧客は、特定のセグメントのアクティベーションが失敗するたびに通知を受け取る必要があります。

このユースケースを解決するためにコンサルタントはどの機能を使用する必要がありますか？

- A. フロー
- B. レポート
- C. アクティベーションアラート
- D. ダッシュボード

正解: ([正解を表示します](#))

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

質問: 23

ソース シーケンス調整ルールは ID 解決で何を行いますか？

- A. データが最も頻繁に発生するソースからのデータが含まれます
- B. 特定のデータソースの優先順位を設定することで、どのレコードを統合プロファイルにマージするかを識別します。
- C. 最も最近更新されたデータソースを優先することで、調整プロセスで使用するデータソースを識別します。
- D. 統合プロファイルで属性を構築するときに、特定のデータソースの優先順位を設定します。たとえば、名や姓などです。

正解: ([正解を表示します](#))

The Source Sequence reconciliation rule sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name. This rule allows you to define which data source should be used as the primary source of truth for each attribute, and which data sources should be used as fallbacks in case the primary source is missing or invalid. For example, you can set the Source Sequence rule to use data from Salesforce CRM as the first priority, data from Marketing Cloud as the second priority, and data from Google Analytics as the third priority for the first name attribute. This way, the unified profile will use the first name value from Salesforce CRM if it exists, otherwise it will use the value from Marketing Cloud, and so on. This rule helps you to ensure the accuracy and

consistency of the unified profile attributes across different data sources. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution, Reconciliation Rules

質問: 24

Northern Trail Outfitters(NTO)は、それぞれ独自の顧客、取引、ロイヤルティ情報を持つ6つの独自のブランドを所有・運営しています。マーケティングディレクターは、NTO Outletブランドのセグメントとアクティベーションが、他のブランドの顧客や取引を参照しないようにしたいと考えています。

この要件を処理するための最も効率的なアプローチは何ですか？

- A.** Business Unit Aware アクティベーションを使用します。
- B.** アウトレット ブランドをデータ スペースに分離します。
- C.** ブランドを 6 つの異なるデータ スペースに分けます。
- D.** バッチ データ変換を作成して、Outlet ブランドの DLO を生成します。

正解: ([正解を表示します](#))

To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:

Data Spaces (Option B):

Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.

Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.

Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").

Why Other Options Are Incorrect:

Business Unit Aware Activation (A):

Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.

BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.

Six Different Data Spaces (C):

While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.

Batch Data Transform to Generate DLO (D):

Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet- specific data and does not inherently prevent cross-brand references in segments.

Steps to Implement:

Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.

Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.

Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.

Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

質問: 25

ある企業は、さまざまなターゲット層を対象にマーケティング キャンペーンをテストしたいと考えています。

異なる母集団を取得するには、コンサルタントはセグメント キャンバス インターフェイスで何を調整する必要がありますか？

- A. 直接属性、関連属性、人口フィルター
- B. セグメンテーションフィルタ、直接的な帰属、データソース
- C. 直接属性と関連属性
- D. 人口フィルターと直接属性

正解: A ([コメントを发表する](#))

Segmentation in Salesforce Data Cloud:

The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

Reference: Salesforce Segment Canvas Documentation

Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

Reference: Salesforce Segmentation Guide

Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

Reference: Salesforce Segment Canvas Tutorial

Practical Application:

Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

Reference: Salesforce Marketing Cloud Segmentation Best Practices

質問: 26

Northern Trail Outfittersのコンサルタントが、Salesforce CRMの連絡先オブジェクトから、yyyy-mm-ddとyyyy-mm-dd hh:mm:ssの両方の値を含むフィールドを取り込もうとしています。対象フィールドはDateデータ型に設定されています。

この状況ではどちらの記述が正しいでしょうか？

- A. ターゲット フィールドはエラーをスローし、null 値を格納します。
- B. ターゲット フィールドは両方のタイプの値を保持できます。
- C. ターゲット フィールドには時刻部分のみが保持され、日付部分は無視されます。
- D. ターゲット フィールドには日付部分のみが保持され、時刻部分は無視されます。

正解: D ([コメントを发表する](#))

Field Data Types: Salesforce CRM's Contact object fields can store data in various formats. When ingesting data into Salesforce Data Cloud, the target field's data type determines how the data is processed and stored.

Date Data Type: If the target field in Data Cloud is set to Date data type, it is designed to store date values without time information.

Mixed Format Values: When ingesting a field containing both date (yyyy-mm-dd) and datetime (yyyy-mm-dd hh:mm:ss) values into a Date data type field:

The Date field will extract and store only the date part (yyyy-mm-dd), ignoring the time part (hh:mm:ss).

Result:

Date Values: yyyy-mm-dd values are stored as-is.

Datetime Values: yyyy-mm-dd hh:mm:ss values are truncated to yyyy-mm-dd, and the time component is ignored.

References:

Salesforce Data Cloud Field Mapping

Salesforce Data Types

質問: 27

Cumulus Financial のリーダーシップ チームは、過去 5 年間に 25 万ドル以上を預金し、アドバイザー サービスを利用していない顧客を、来年のすべての新規キャンペーンの中心に据えることを決定しました。

このユースケースをサポートする機能はどれですか？

- A. 計算された洞察とデータアクション
- B. 計算された洞察とセグメント
- C. ストリーミングの洞察とセグメント
- D. ストリーミングの洞察とデータアクション

正解: ([正解を表示します](#))

Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Reference: Salesforce Data Cloud Use Case Documentation

Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

Reference: Salesforce Calculated Insights and Segmentation Guide

Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

Reference: Salesforce Calculated Insights Tutorial and Segment Creation Guide Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

Reference: Salesforce High-Value Customer Segmentation Case Study

質問: 28

Cumulus Financial は、各顧客の毎日の取引量をリアルタイムで追跡し、顧客の通常の範囲外の取引量を検出するとすぐに通知を送信できるようにしたいと考えています。

この要求に応えるためにコンサルタントは何をすべきでしょうか？

- A. フローと組み合わせて計算された洞察を使用します。
- B. フローでストリーミング データ変換を使用します。
- C. データアクションと組み合わせたストリーミングインサイトを使用する

D. データ アクションと組み合わせてストリーミング データ変換を使用します。

正解: ([正解を表示します](#))

A streaming insight is a type of insight that analyzes streaming data in real time and triggers actions based on predefined conditions. 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. By using a streaming insight paired with a data action, a consultant can accommodate Cumulus Financial's request to track the daily transaction volume of each customer and send out a notification when the volume is outside the normal range. A calculated insight is a type of insight that performs calculations on data in a data space and stores the results in a data extension. A streaming data transform is a type of data transform that applies transformations to streaming data in real time and stores the results in a data extension. A flow is a type of automation that executes a series of actions when triggered by an event, a schedule, or another flow. None of these options can achieve the same functionality as a streaming insight paired with a data action. References: Use Insights in Data Cloud Unit, Streaming Insights and Data Actions Use Cases, Streaming Insights and Data Actions Limits and Behaviors

質問: 29

Cumulus Financialは、Data Cloudを利用して銀行顧客をセグメント化し、クラウドファイルストレージのアクティベーションを通じてダイレクトメールの配信対象者を絞り込んでいます。また、過去2年間にセグメントに含まれていた個人についても分析したいと考えています。

どの Data Cloud コンポーネントがこれを可能にしますか？

- A. ネストされたセグメント**
- B. セグメント除外**
- C. 計算された洞察**
- D. セグメントメンバーシップデータモデルオブジェクト**

正解: **D** ([コメントを发表する](#))

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex

segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

質問: 30

Northern Trail Outfittersは、毎日新しい顧客データをAmazon S3バケットにアップロードし、データクラウドに取り込みます。これに基づいて、過去1年間の顧客1人あたりの総支出を示すインサイトが作成されます。

30日間。

新しくインポートされたデータがどのセグメントでも使用可能であることを確認するには、各プロセスをどの順序で実行する必要がありますか？

- A. データストリームの更新 > アイデンティティ解決 > 計算された洞察
- B. データストリームの更新 > 計算された洞察 > ID解決
- C. 計算されたインサイト > データストリームの更新 > ID解決
- D. アイデンティティ解決 > データストリームの更新 > 計算された洞察

正解: ([正解を表示します](#))

To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:

Understanding the Requirement

Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.

A calculated insight is created to show the total spend per customer in the last 30 days.

The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.

Why This Sequence?

Step 1: Refresh Data Stream

Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.

This ensures that the most up-to-date customer data is available in Data Cloud.

Step 2: Identity Resolution

After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.

This step ensures that customer data is consolidated and ready for analysis.

Step 3: Calculated Insight

Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.

This ensures that the insight is based on the latest and most accurate data.

Other Options Are Incorrect :

B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.

C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.

D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.

Conclusion

The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

質問: 31

ユーザーは、統一された個々の生涯価値 (LTV) を識別するための多次元メトリックを作成できるようにしたいと考えています。

この計算を可能にするには、計算されたインサイト内でどのシーケンスのデータ モデル オブジェクト (DMO) 結合が必要ですか？

A. 統合個別 > 統合リンク個別 > 販売注文

B. 統合個人 > 個人 > 販売注文

C. 販売注文 > 個別 > 統合個別

D. 販売注文 > 統合個別

正解: ([正解を表示します](#))

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution¹. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system². The Sales Order DMO represents the sales order information from a source system³. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile⁴. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

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質問: 32

Northern Trail Outfitters (NTO) は、あいまい名と正規化された電子メールに基づいて ID 解決ルール セットを構成しています。

最適な電子メール アドレスが確実にアクティブ化されるようにするには、NTO は何をすべきでしょうか？

- A. 一致ルールとして連絡先メール オブジェクトのアクティブ フィールドを含めます。
- B. アクティベーションでソースの優先順位を使用して、目的のソースからのコンタクト ポイントがアクティベーション ターゲットに配信されるようにします。
- C. ソース優先度調整ルールで、Marketing Cloud が最初のデータ ソースとして優先されていることを確認します。
- D. デフォルトの調整ルールを「最終更新日」に設定します。

正解: ([正解を表示します](#))

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

質問: 33

データの取り込みとアクティベーションのために個別の Amazon S3 バケットをサポートする構成はどれですか？

- A. Data Cloud セットアップの専用 S3 データソース
- B. データクラウド設定における複数のS3コネクタ

C. アクティベーションセットアップの専用S3データソース

D. データストリームとアクティベーションターゲットのユーザー資格情報を分離する

正解: ([正解を表示します](#))

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

質問: **34**

Data Cloud の主な機能は何ですか？

A. マスターデータ管理(MUM)戦略を作成する

B. 統合プロファイルに永続的なIDを付与する

C. 統合プロファイルに関する洞察を構築する

D. ユーザーがデータを使ってヒートマップを作成できるようにする

正解: ([正解を表示します](#))

A key functionality of Salesforce Data Cloud is its ability to build insights on unified profiles . Here's why this is the correct answer:

Understanding the Functionality of Data Cloud

Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources.

Its primary purpose is to provide actionable insights that drive personalized customer experiences.

Why Build Insights on Unified Profiles?

Unified Profiles :

Data Cloud creates a unified profile by combining data from various sources (e.g., CRM, Marketing Cloud, external systems).

This single view of the customer enables organizations to understand behaviors, preferences, and interactions across touchpoints.

Building Insights :

Insights derived from unified profiles help organizations make data-driven decisions.

Examples include identifying high-value customers, predicting churn, and personalizing marketing campaigns.

Other Options Are Less Relevant :

A). To create a master data management (MDM) strategy : While Data Cloud supports data unification, it is not primarily an MDM tool.

B). To give a persistent ID for unified profiles : Persistent IDs are a feature of unified profiles but not the core functionality of Data Cloud.

D). To help users build a heat map using their data : Heat maps are a visualization tool, not a core functionality of Data Cloud.

Steps to Build Insights on Unified Profiles

Step 1: Ingest Data

Bring in customer data from multiple sources into Data Cloud.

Step 2: Create Unified Profiles

Use identity resolution to merge related records into a single unified profile.

Step 3: Analyze Data

Use tools like calculated insights, segments, and dashboards to derive actionable insights.

Step 4: Activate Insights

Use the insights to personalize customer experiences in downstream systems (e.g., Marketing Cloud, Sales Cloud).

Conclusion

The key functionality of Salesforce Data Cloud is to build insights on unified profiles , enabling organizations to deliver personalized and impactful customer experiences.

質問: 35

データ ソースに主キーとして指定できるフィールドがない場合、コンサルタントはどのようにすればよいですか？

A. Data Cloud が推奨するデフォルトの主キーを使用します。

B. 数式フィールドを使用して 2 つ以上のソース フィールドを組み合わせて複合キーを作成します。

C. フィールドを主キーとして選択し、キー修飾子を追加します。

D. データ ソースから重複を削除し、主キーを選択します。

正解: **B** ([コメントを发表する](#))

Understanding Primary Keys in Salesforce Data Cloud:

A primary key is a unique identifier for records in a data source. It ensures that each record can be uniquely identified and accessed.

Reference: Salesforce Primary Key Documentation

Challenges with Missing Primary Keys:

Some data sources may lack a natural primary key, making it difficult to uniquely identify records.

Reference: Salesforce Data Integration Guide

Solution: Creating a Composite Key:

Composite Key Definition: A composite key is created by combining two or more fields to generate a unique identifier.

Formula Fields: Using a formula field, different fields can be concatenated to create a unique composite key.

Example: If "Email" and "Phone Number" together uniquely identify a record, a formula field can concatenate these values to form a composite key.

Reference: Salesforce Composite Key Creation Guide

Steps to Create a Composite Key:

Identify fields that, when combined, can uniquely identify each record.

Create a formula field that concatenates these fields.

Use this composite key as the primary key for the data source in Data Cloud.

Reference: Salesforce Formula Field Documentation

質問: 36

ある組織では、ユーザーがオプションの選択リストからテキスト属性を識別して選択できるようにしたいと考えています。

このユースケースに役立つ Data Cloud の機能はどれですか？

- A. 値の提案
- B. データの調和
- C. 変換式
- D. グローバル選択リスト

正解: A ([コメントを发表する](#))

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

質問: 37

Northern Trail Outfitters のマーケティング マネージャーは、データ クラウド セグメント インテリジェンスからの分析情報を活用して、マーケティングの投資収益率 (ROI) を向上したいと考えています。

これを設定するには、ユーザーはどの権限セットが必要ですか？

- A. データクラウドデータウェアハウススペシャリスト
- B. データクラウドユーザー
- C. クラウドマーケティングマネージャー

D. データクラウド管理者

正解: ([正解を表示します](#))

To configure and use Segment Intelligence in Salesforce Data Cloud for improving marketing ROI, the user requires administrative privileges. Here's the detailed analysis:

Data Cloud Admin (Option D):

Permission Set Scope:

The Data Cloud Admin permission set grants full access to configure advanced Data Cloud features, including Segment Intelligence, which provides AI-driven insights (e.g., audience trends, engagement metrics).

Admins can define metrics, enable predictive models, and analyze segment performance, all critical for optimizing marketing ROI.

Official Documentation:

Salesforce's Data Cloud Permission Sets Guide explicitly states that Segment Intelligence configuration and management require administrative privileges. Only the Data Cloud Admin role can modify data model settings, access AI/ML tools, and apply segment recommendations (Source: "Admin vs. Standard User Permissions").

Why "Cloud Marketing Manager (C)" Is Incorrect:

No Standard Permission Set:

"Cloud Marketing Manager" is not a standard Salesforce Data Cloud permission set. This option may conflate Marketing Cloud roles (e.g., Marketing Manager) with Data Cloud's permission structure.

Marketing Cloud vs. Data Cloud:

While Marketing Cloud has roles like "Marketing Manager," Data Cloud uses distinct permission sets (Admin, User, Data Aware Specialist). Segment Intelligence is a Data Cloud feature and requires Data Cloud- specific permissions.

Other Options:

Data Cloud Data Aware Specialist (A): Provides read-only access to data governance tools but lacks permissions to configure Segment Intelligence.

Data Cloud User (B): Allows basic segment activation and viewing but cannot set up AI-driven insights.

Steps to Validate:

Step 1: Assign the Data Cloud Admin permission set via Setup > Users > Permission Sets.

Step 2: Navigate to Data Cloud > Segment Intelligence to configure analytics, review AI recommendations, and optimize segments.

Step 3: Use insights to refine targeting and measure ROI improvements.

Conclusion: The Data Cloud Admin permission set is required to configure and leverage Segment Intelligence, as it provides the necessary administrative rights to Data Cloud's advanced analytics and AI tools. "Cloud Marketing Manager" is not a valid permission set in Data Cloud.

コンサルタントは、12 時間ごとに公開するように設定されたアクティベーションを持っていますが、アクティベーション前のデータの更新が最大 24 時間遅延されることを発見しました。

この問題をトラブルシューティングするためにコンサルタントが確認する必要がある 2 つの領域はどれですか？

2つの回答を選択してください

- A. データ変換をレビューして、計算された分析情報の後にデータ変換が実行されていることを確認します。
- B. 計算されたインサイトを確認して、セグメントが更新される前に実行されていることを確認します。
- C. データが取り込まれた後にセグメントが更新されていることを確認します。
- D. 計算されたインサイトを確認し、セグメントが更新された後に実行されていることを確認します。

正解: ([正解を表示します](#))

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. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

質問: 39

顧客は生涯価値について計算された洞察を持っています。

計算された洞察の場合、コンサルタントは何に注意する必要がありますか。

変更が必要ですか？

- A. 新しいディメンションを追加できます。
- B. 既存のディメンションを削除できます。
- C. 既存の対策を削除できます。
- D. 新しいメジャーを追加できます。

正解: A ([コメントを发表する](#))

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.

質問: 40

データクラウドの主な目的は何ですか？

- A. 顧客のゴールデンレコードを提供する
- B. 販売サイクルと機会の管理
- C. マーケティングデータの結果の分析
- D. 顧客データの統合と統一

正解: ([正解を表示します](#))

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference: Salesforce Data Cloud Overview

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Reference: Salesforce Data Cloud Benefits Documentation

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Reference: Salesforce Data Integration and Unification Guide

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile. This unified data enables personalized marketing campaigns and improved customer service.

Reference: Salesforce Unified Customer Profile Case Studies

質問: 41

ユーザーは、セグメントを作成、管理、アクティブ化するために Data Cloud にアクセスする権限が必要です。ただし、レポートの作成やデータソースの管理は許可されません。コンサルタントはどの権限セットを割り当てる必要がありますか？

- A. データクラウドマーケティングスペシャリスト
- B. データクラウドマーケティングマネージャー
- C. データクラウドデータウェアハウススペシャリスト
- D. Data Cloud ユーザー

正解: A ([コメントを发表する](#))

To grant a user permissions to create, manage, and activate segments without allowing them to create reports or manage data sources, the consultant should assign the Data Cloud Marketing Specialist permission set.

Here's why:

Understanding the Role Requirements :

The user needs access to segment creation, management, and activation.

The user should not have permissions to create reports or manage data sources, which are higher-level administrative tasks.

Why Data Cloud Marketing Specialist?

The Data Cloud Marketing Specialist permission set provides access to segment-related functionalities, including creating, managing, and activating segments.

It excludes permissions for creating reports or managing data sources, aligning perfectly with the stated requirements.

Steps to Assign the Permission Set :

Step 1: Navigate to Setup > Users > Permission Sets in Salesforce.

Step 2: Locate and assign the Data Cloud Marketing Specialist permission set to the user.

Step 3: Verify that the user has the required permissions by testing their access in Data Cloud.

Why Not Other Options?

B). Data Cloud Marketing Manager: This permission set includes broader permissions, such as managing campaigns and audiences, which are not required for this role.

C). Data Cloud Data Aware Specialist: This role focuses on data ingestion and transformation, not segment management.

D). Data Cloud User: This is a basic permission set that provides limited access and does not include segment management capabilities.

By assigning the Data Cloud Marketing Specialist permission set, the consultant ensures that the user has the necessary permissions without overextending their access.

質問: 42

顧客は、アイデンティティ解決で表示される統合率が当初の見積もりに比べてかなり低いことを懸念しています。

統合率を高めるためにコンサルタントはどのような構成変更を検討する必要がありますか？

A. 調整ルールを「最も頻繁に発生する」に変更します。

B. 一致するルールの数を増やします。

C. 既存の一致ルールに追加の属性を含めます。

D. 一致するルールの数を減らします。

正解: [\(正解を表示します\)](#)

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. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

質問: 43

コンサルタントは、DMO でレコードが更新されるとすぐに CRM のフィールドを更新する必要があります。

コンサルタントはどの機能を使用すべきでしょうか？

A. データ共有ターゲット

B. データアクション

C. 高速セグメント

D. ストリーミングデータ変換

正解: B ([コメントを发表する](#))

When a record in the Data Model Object (DMO) is updated, Data Actions can be used to immediately trigger updates in an external system like Salesforce CRM.

Data Actions allow for real-time or near-real-time updates to external systems.

When a record in the DMO is updated, a Data Action can push updates to CRM fields. This ensures that CRM always reflects the latest Data Cloud updates without manual intervention.

Why Not A?

Data Share Targets are used for sharing data externally (e.g., Snowflake) but do not update CRM fields directly.

Why Not C?

Rapid Segments are used for fast audience segmentation, not for updating CRM fields.

Why Not D?

Streaming Data Transforms are used for real-time data processing, but they do not update CRM fields directly.

#Salesforce Data Cloud Reference:

Salesforce Help Documentation - Data Actions Overview

Trailhead Module: Automating Data Updates with Data Actions

Salesforce Knowledge Base - Best Practices for Keeping CRM and Data Cloud in Sync

質問: 44

高級小売店は、高価値顧客をターゲットとするセグメントを作成し、Marketing Cloud を通じてメールコミュニケーション用に有効化しました。ところが、有効化された顧客数がセグメント数よりも少ないことに気づきました。

これには何の理由があるのでしょうか？

A. Data Cloud は、Marketing Cloud のアクティベーションにコンタクトポイントの存在を必須とします。個人に関連するコンタクトポイントがない場合、アクティベートされません。

B. Marketing Cloud のアクティベーションでは、エンゲージメントがなく、過去 6 か月間にメールを開いたりクリックしたりしていない個人が自動的に抑制されます。

C. Marketing Cloud のアクティベーションは、Marketing Cloud に既に存在する個人のみをアクティベートします。新しいレコードのアクティベーションは許可されません。

D. Marketing Cloud アクティベーションでは頻度上限が適用され、アクティベーションで送信できるレコード数が制限されます。

正解: ([正解を表示します](#))

The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a

valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. References: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

質問: 45

Salesforce CRMのキャンペーンにキャンペーンメンバーをインポートするには、セグメントをAmazon S3にエクスポートする必要があります。エクスポートしたファイルの名前には、Salesforce CRMのキャンペーンIDを含める必要があります。

この結果を達成するための2つの方法は何ですか？

2つの回答を選択してください

- A.** アクティベーション名にキャンペーン識別子を含めます。
- B.** キャンペーンアクティベーションでキャンペーン識別子を新しい属性としてハードコードします。
- C.** ファイル名の指定にキャンペーン識別子を含めます。
- D.** セグメント名にキャンペーン識別子を含めます。

正解: **A,C** ([コメントを发表する](#))

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.

質問: 46

Salesforce Data Cloud の一般的な使用例は何ですか？

- A. Salesforceエコシステム全体でのデータ同期
- B. CRMデータをPromiseに保存する
- C. 複数のプラットフォーム間でのデータの調和
- D. パーソナライズされたメールを大規模に送信する

正解: C ([コメントを发表する](#))

A typical use case for Salesforce Data Cloud is data harmonization across multiple platforms . Here's why:

Understanding Salesforce Data Cloud

Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources, including CRM, Marketing Cloud, external systems, and third-party platforms.

Its primary purpose is to provide a unified view of customer data for personalized experiences and actionable insights.

Why Data Harmonization Across Multiple Platforms?

Data Harmonization :

Data Cloud harmonizes data by standardizing and cleansing it from disparate sources.

This ensures consistency and accuracy across platforms, enabling organizations to create a single source of truth for customer data.

Use Case Alignment :

Data harmonization is a core functionality of Data Cloud, making it the most relevant use case among the options provided.

Other Options Are Less Relevant :

A). Data synchronization across the Salesforce ecosystem : While Data Cloud integrates with Salesforce products, its primary focus is on unifying data from multiple platforms, not just Salesforce.

B). Storing CRM data on premises : Data Cloud is a cloud-based solution and does not support on-premises storage.

D). Sending personalized emails at scale : This is a use case for Marketing Cloud, not Data Cloud.

Steps to Achieve Data Harmonization

Step 1: Ingest Data

Bring in customer data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into Data Cloud.

Step 2: Standardize and Cleanse Data

Use batch or streaming transformations to standardize formats, remove duplicates, and cleanse data.

Step 3: Create Unified Profiles

Use identity resolution to merge related records into a single unified profile.

Step 4: Activate Insights

Leverage the harmonized data for segmentation, personalization, and analytics.

Conclusion

The most typical use case for Salesforce Data Cloud is data harmonization across multiple platforms , enabling organizations to unify and leverage customer data effectively.

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質問: 47

コンサルタントは、複数のブランド チームによって管理されるすべてのセグメントが、毎月更新される同じ除外基準セットに準拠していることを確認したいと考えています。この機能を実現するための最も効率的なオプションは何ですか？

- A. データキットを作成、公開、および展開します。
- B. 共通の基準を持つ再利用可能なコンテナ ブロックを作成します。
- C. ネストされたセグメントを作成します。
- D. セグメントを作成し、ブランドごとにコピーします。

正解: ([正解を表示します](#))

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.

Create a Container Block

Create a Segment in Data Cloud

Create and Publish a Data Kit

Create a Nested Segment

質問: 48

Northern Trail Outfitters は、Marketing Cloud Starter Data Bundle を使用して、Marketing Cloud データを Data Cloud に取り込んでいます。

Marketing Cloud Starter データバンドルで利用できるデータセットを 2 つ教えてください。

2つの回答を選択してください

- A. パーソナライゼーション
- B. モバイルコネクト
- C. ロイヤルティ管理
- D. モバイルプッシュ

正解: ([正解を表示します](#))

The Marketing Cloud Starter Data Bundles are predefined data bundles that allow you to easily ingest data from Marketing Cloud into Data Cloud¹. The available datasets in Marketing Cloud Starter Data Bundles are Email, MobileConnect, and MobilePush². These datasets contain engagement events and metrics from different Marketing Cloud channels, such as email, SMS, and push notifications². By using these datasets, you can enrich your Data Cloud data model with Marketing Cloud data and create segments and activations based on your marketing campaigns and journeys¹. The other options are incorrect because they are not available datasets in Marketing Cloud Starter Data Bundles. Option A is incorrect because Personalization is not a dataset, but a feature of Marketing Cloud that allows you to tailor your content and messages to your audience³. Option C is incorrect because Loyalty Management is not a dataset, but a product of Marketing Cloud that allows you to create and manage loyalty programs for your customers⁴. References: Marketing Cloud Starter Data Bundles in Data Cloud, Connect Your Data Sources, Personalization in Marketing Cloud, Loyalty Management in Marketing Cloud

質問: 49

Northern Trail Outfitters は、Data Cloud インスタンスで個人を統合します。

統合プロファイル上のデータを検証するためにコンサルタントが使用できる 3 つの機能はどれですか？

3つの回答を選択してください

- A. アイデンティティ解決
- B. APLをクエリする
- C. データエクスプローラー
- D. プロファイルエクスプローラー
- E. データアクション

正解: ([正解を表示します](#))

To validate the data on a unified profile, the consultant can use the following features:

Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources¹.

Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities².

Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions³. References:

1: Identity Resolution in Data Cloud

2: Data Explorer in Data Cloud

3: Profile Explorer in Data Cloud

質問: 50

セグメントを再度使用する目的でセグメントのアクティベーションを一時停止するには、ユーザーは何をすればよいですか？

- A. セグメントを非アクティブ化します。
- B. セグメントを削除します。
- C. アクティベーションをスキップします。
- D. 公開スケジュールを停止します。

正解: ([正解を表示します](#))

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.

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

質問: 51

どのデータ モデル サブジェクト領域が製品ファミリー別の商談の収益または数量を定義しますか？

- A. 製品
- B. 販売注文
- C. パーティー
- D. エンゲージメント

正解: **B** ([コメントを发表する](#))

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

質問: **52**

顧客は Salesforce CRM とリアルタイムで統合する必要があります。
どの機能がこの要件を満たしますか？

- A. ストリーミング変換
- B. データモデルトリガー
- C. セールスとサービスバンドル
- D. データアクションとLightning Webコンポーネント

正解: ([正解を表示します](#))

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation². The other options are incorrect for the following reasons:

B). Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C). Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D). Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to

be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

[Data Model in Data Cloud] unit on Trailhead

[Create a Data Model Object] article on Salesforce Help

[Data Sources in Data Cloud] unit on Trailhead

[Connect and Ingest Data in Data Cloud] article on Salesforce Help

[Data Spaces in Data Cloud] unit on Trailhead

[Create a Data Space] article on Salesforce Help

[Segments in Data Cloud] unit on Trailhead

[Create a Segment] article on Salesforce Help

[Activations in Data Cloud] unit on Trailhead

[Create an Activation] article on Salesforce Help

質問: 53

アウトドアライフスタイル衣料ブランドのNorthern Trail Outfitters(NTO)は、最近、新たな事業を開始しました。この新事業は、グルメキャンプフードを専門としています。ビジネス上の理由とセキュリティ上の理由から、NTOはすべてのデータクラウドデータをブランドごとに分離して管理することが重要だと考えています。

ブランドごとにデータを分離するという NTO の要望を最もよくサポートする機能はどれですか？

A. 各ブランドのデータストリーム

B. 各ブランドのデータモデルオブジェクト

C. 各ブランドのデータスペース

D. 各ブランドのデータソース

正解: ([正解を表示します](#))

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]

質問: 54

Cumulus Financialの採用チームは、過去24時間以内にウェブサイトの求人ページを2回以上閲覧した候補者を特定したいと考えています。これらの候補者に関する情報をData Cloudでセグメンテーションに利用し、採用システムに追加したいと考えています。この目標を達成するためにコンサルタントはどの機能を推奨すべきでしょうか？

- A. ストリーミングデータ変換
- B. ストリーミングの洞察
- C. 計算された洞察
- D. バッチバタ変換

正解: ([正解を表示します](#))

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

質問: 55

毎日評価される誕生日キャンペーンのセグメントを作成するには、コンサルタントはどの演算子を使用する必要がありますか？

- A. 今日は
- B. 誕生日です
- C. 間にある
- D. 記念日です

正解: ([正解を表示します](#))

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.

質問: 56

データ ストリームの削除を妨げる 2 つの依存関係はどれですか。

2つの回答を選択してください

- A. 基盤となるデータ レイク オブジェクトがアクティベーションに使用されます。
- B. 基盤となるデータ レイク オブジェクトは、データ変換で使用されます。
- C. 基盤となるデータ レイク オブジェクトは、データ モデル オブジェクトにマップされます。
- D. 基盤となるデータ レイク オブジェクトがセグメンテーションに使用されます。

正解: B,C ([コメントを发表する](#))

To delete a data stream in Data Cloud, the underlying data lake object (DLO) must not have any dependencies or references to other objects or processes. The following two dependencies prevent a data stream from being deleted¹:

Data transform: This is a process that transforms the ingested data into a standardized format and structure for the data model. A data transform can use one or more DLOs as input or output. If a DLO is used in a data transform, it cannot be deleted until the data transform is removed or modified².

Data model object: This is an object that represents a type of entity or relationship in the data model. A data model object can be mapped to one or more DLOs to define its attributes and values. If a DLO is mapped to a data model object, it cannot be deleted until the mapping is removed or changed³.

1: Delete a Data Stream article on Salesforce Help

2: [Data Transforms in Data Cloud] unit on Trailhead

3: [Data Model in Data Cloud] unit on Trailhead

質問: 57

顧客がエージェントと連携しているときに、顧客サポートのやり取りを改善するために Data Cloud が提供する機能はどれですか？

A. 予測的なトラブルシューティング

B. 強化されたレポートツール

C. リアルタイムデータ統合

D. 自動カスタマーサービス返信

正解: ([正解を表示します](#))

Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information, improving their ability to respond to customer inquiries and issues effectively.

Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

References:

Salesforce Data Cloud for Customer Support

Real-Time Data Integration in Salesforce

質問: 58

コンサルタントは、顧客の注文の住所詳細が統合プロファイルに保存するために最適に選択されていることを確認したいと考えています。

これを達成するためにコンサルタントは何をすべきでしょうか？

- A. 連絡先アドレスのアドレス詳細を選択します。特定のアドレス属性の照合ルールを「ソース優先度」に変更し、個人DMOを一番下に移動します。
- B. 連絡先アドレスのデフォルトの調整ルールを使用します。
- C. 連絡先アドレスのアドレス詳細を選択します。特定のアドレス属性の照合ルールを「ソース優先度」に変更し、「注文DMO」を先頭に移動します。
- D. 個別のデフォルトの調整ルールをソース優先度に変更します。

正解: ([正解を表示します](#))

Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources.

Reconciliation Rules: These rules determine which data source is considered the "best" when conflicting data is encountered. Changing reconciliation rules allows prioritizing specific sources.

Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes.

Process:

Step 1: Access the Data Cloud settings for reconciliation rules.

Step 2: Select the Contact Point Address details.

Step 3: Change the reconciliation rules for address attributes to "Source Priority." Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.

Benefits:

Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.

Relevance: Gives priority to the most relevant and frequently updated source (customer orders).

References:

Salesforce Data Cloud Reconciliation Rules

Salesforce Unified Customer Profile

質問: 59

コンサルタントは、クエリ API を使用して取得できるセグメント データを Audience DMO に公開する必要があります。

アクティベーション ターゲットを作成するときに、コンサルタントはどのタイプのターゲットを選択する必要がありますか？

- A. マーケティングクラウド
- B. データクラウド

C. 外部アクティベーションターゲット

D. マーケティングクラウドパーソナライゼーション

正解: ([正解を表示します](#))

質問: 60

Cumulus Financialは、複数のセグメントの同時公開に遅延が発生しています。同社は、現在と同じセグメントを維持しながら、セグメントの公開頻度の低下を避けたいと考えています。

この問題を軽減するためにコンサルタントはどのような行動を取るべきでしょうか？

A. すべてのセグメントへの迅速なセグメント公開を有効にして、生成時間を短縮します。

B. 公開するセグメントの数を減らします。

C. Data Cloud セグメンテーションの同時実行制限を増やします。

D. プロセスの重複を防ぐために、各セグメントの公開スケジュールの開始時刻を調整します。

正解: ([正解を表示します](#))

Cumulus Financial is experiencing delays in publishing multiple segments simultaneously and wants to avoid reducing the frequency of segment publishing while retaining the same segments. The best solution is to increase the Data Cloud segmentation concurrency limit . Here's why:

Understanding the Issue

The company is publishing multiple segments simultaneously, leading to delays.

Reducing the frequency or number of segments is not an option, as these are business-critical requirements.

Why Increase the Segmentation Concurrency Limit?

Segmentation Concurrency Limit :

Salesforce Data Cloud has a default limit on the number of segments that can be processed concurrently.

If multiple segments are being published at the same time, exceeding this limit can cause delays.

Solution Approach :

Increasing the segmentation concurrency limit allows more segments to be processed simultaneously without delays.

This ensures that all segments are published on time without reducing the frequency or removing existing segments.

Steps to Resolve the Issue

Step 1: Check Current Concurrency Limit

Navigate to Setup > Data Cloud Settings and review the current segmentation concurrency limit.

Step 2: Request an Increase

Contact Salesforce Support or your Salesforce Account Executive to request an increase in the segmentation concurrency limit.

Step 3: Monitor Performance

After increasing the limit, monitor segment publishing to ensure delays are resolved.

Why Not Other Options?

A). Enable rapid segment publishing to all to segment to reduce generation time :Rapid segment publishing is designed for faster generation but does not address concurrency issues when multiple segments are being published simultaneously.

B). Reduce the number of segments being published :This contradicts the requirement to retain the same segments and avoid reducing frequency.

D). Adjust the publish schedule start time of each segment to prevent overlapping processes :While staggering schedules may help, it does not fully resolve the issue of delays caused by concurrency limits.

Conclusion

By increasing the Data Cloud segmentation concurrency limit , Cumulus Financial can alleviate delays in publishing multiple segments simultaneously while meeting business requirements.

質問: 61

顧客内の組織、個人、メンバーにはどのデータモデルサブジェクト領域を使用する必要がありますか

360 データ モデル?

A. エンゲージメント

B. メンバーシップ

C. パーティー

D. グローバルアカウント

正解: ([正解を表示します](#))

The data model subject area that should be used for any Organization, Individual, or Member in the Customer

360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):

Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.

Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.

Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.

The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc.

The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc.

Data Model Subject Areas

Party Subject Area

Customer 360 Data Model

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質問: 62

データ クラウドにおける人工知能 (AI) の役割は何ですか？

- A. データ検証の自動化
- B. 動的なデータ駆動型管理ダッシュボードの作成
- C. 洞察と予測を通じて顧客とのインタラクションを強化する
- D. ユースケース用のメールテンプレートを生成する

正解: ([正解を表示します](#))

Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

References:

Salesforce Data Cloud AI Capabilities

Salesforce AI for Customer Interaction

質問: 63

コンサルタントは、キャンペーン計画のためのセグメントの実際のサイズを決定するために、Data Cloud セグメントの人口と Marketing Cloud データ拡張数の差を最小限に抑える必要があります。

これを実現するために、コンサルタントはどのような基準でセグメントをフィルタリングすることを推奨すべきでしょうか？

- A. 事業部門
- B. マーケティングアウトリーチのユーザー設定
- C. マーケティングクラウドジャーニー
- D. 地理的区分

正解: D ([コメントを发表する](#))

質問: 64

コンサルタントは、セグメント化したい従業員のリストを人事データベースから取り込んでいます。

このデータを取り込むときにコンサルタントはどのデータ ストリーム カテゴリを選択する必要がありますか？

- A. プロファイルデータ
- B. 連絡先データ
- C. その他のデータ
- D. エンゲージメントデータ

正解: C ([コメントを发表する](#))

Categories of Data Streams:

Profile Data: Customer profiles and demographic information.

Contact Data: Contact points like email and phone numbers.

Other Data: Miscellaneous data that doesn't fit into the other categories.

Engagement Data: Interactions and behavioral data.

Reference: Salesforce Data Stream Categories

Ingesting Employee Data:

Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.

"Other Data" is appropriate for non-customer-specific data like employee information.

Reference: Salesforce Data Ingestion Guide

Steps to Ingest Employee Data:

Navigate to the data ingestion settings in Salesforce Data Cloud.

Select "Create New Data Stream" and choose the "Other Data" category.

Map the fields from the HR database to the corresponding fields in Data Cloud.

Reference: Salesforce Data Ingestion Tutorial

Practical Application:

Example: A company ingests employee data to segment internal communications or analyze workforce metrics.

Choosing the "Other Data" category ensures that this non-customer data is correctly managed and utilized.

Reference: Salesforce Data Management Case Studies

質問: 65

Salesforce CRMコネクタが設定され、ケースオブジェクトのデータストリームがセットアップされました。その後、Salesforce CRMのケースオブジェクトに「Business Priority」という新しいカスタムフィールドが作成されました。しかし、この新しいフィールドをデータストリームに追加しようとしても、使用できません。

この問題の原因を説明している記述はどれですか？

- A. Salesforce 統合ユーザーには、新しく作成されたフィールドに対する Read 権限がありません。
- B. デスクトップから一括アップロードを実行するには、Salesforce Data Loader アプリケーションを使用する必要があります。
- C. Case オブジェクトのカスタム フィールドは、Data Cloud への取り込みはサポートされていません。
- D. 24 時間後にデータ ストリームが更新されると、Salesforce CRM に追加された新しいフィールドが自動的に含まれるようになります。

正解: ([正解を表示します](#))

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

質問: 66

Northern Trail Outfitters (NTO) は、B2C コマース データを Data Cloud に接続し、2 年間の取引履歴を Data Cloud に取り込むことを望んでいます。

これを達成するために NTO は何を使用すべきでしょうか？

- A. B2Cコマーススターターバンドル

- B. 直接販売注文エンティティの取り込み
- C. 直接販売製品エンティティの取り込み
- D. B2C Commerce スターターバンドルとカスタム抽出

正解: D ([コメントを发表する](#))

The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:

- A). B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
- B). Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
- C). Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

質問: 67

あるクライアントは、Salesforce CRMのカスタムオブジェクトからロイヤルティデータをインポートしたいと考えています。このオブジェクトには、ホテルポイントと航空会社ポイントのポイント残高が同一レコード内に格納されています。クライアントは、これらのポイントシステムを2つの別々のレコードに分割することで、追跡と処理を効率化したいと考えています。

このシナリオではコンサルタントは何を推奨すべきでしょうか？

- A. データ ソース オブジェクトを複製します。
- B. バッチ変換を使用して 2 番目のデータ レイク オブジェクトを作成します。
- C. Salesforce CRM でジャンクション オブジェクトを作成し、取り込み戦略を変更します。
- D. データレイク オブジェクトからデータキットを作成し、同じ Data Cloud 組織にデプロイします。

正解: B ([コメントを发表する](#))

Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate

records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

質問: 68

Salesforce CRM からのバッチ取り込みに関して正しい記述はどれですか？

- A. 列が追加または削除されると、CRM コネクタは完全な更新を実行します。
- B. CRM コネクタは、600K 以上の削除レコードが検出されると増分更新を実行します。
- C. CRM コネクタの同期時間は、最大 15 分間隔にカスタマイズできます。
- D. CRM データは手動で更新できないため、次にスケジュールされた同期まで待つ必要があります。

正解: ([正解を表示します](#))

The question asks which statement is true about batch ingestions from Salesforce CRM into Salesforce Data Cloud. Batch ingestion refers to the process of periodically syncing data from Salesforce CRM (e.g., Accounts, Contacts, Opportunities) into Data Cloud. The focus is on how the CRM connector handles changes in data structure (e.g., adding or removing columns) and synchronization behavior.

Why A is Correct: "When a column is added or removed, the CRM connector performs a full refresh." Behavior of the CRM Connector :

The Salesforce CRM connector automatically detects schema changes, such as when a field (column) is added or removed in the source CRM object.

When such changes occur, the CRM connector triggers a full refresh of the data for that object. This ensures that the data model in Data Cloud aligns with the updated schema in Salesforce CRM.

Why a Full Refresh is Necessary :

A full refresh ensures that all records are re-ingested with the updated schema, avoiding inconsistencies or missing data caused by incremental updates.

Incremental updates only capture changes (e.g., new or modified records), so they cannot handle schema changes effectively.

Other Options Are Incorrect :

B). The CRM connector performs an incremental refresh when 600K or more deletion records are detected :

This is incorrect because the CRM connector does not switch to incremental refresh based on the number of deletion records. It always performs incremental updates unless a schema change triggers a full refresh.

C). The CRM connector's synchronization times can be customized to up to 15-minute intervals : While synchronization schedules can be customized, the minimum interval is typically 1 hour , not 15 minutes.

D). CRM data cannot be manually refreshed and must wait for the next scheduled synchronization : This is incorrect because users can manually trigger a refresh of CRM data in Data Cloud if needed.

Steps to Understand CRM Connector Behavior

Step 1: Schema Changes Trigger Full Refresh

If a field is added or removed in Salesforce CRM, the CRM connector detects this change and initiates a full refresh of the corresponding object in Data Cloud.

Step 2: Incremental Updates for Regular Syncs

For regular synchronization, the CRM connector performs incremental updates, capturing only new or modified records since the last sync.

Step 3: Manual Refresh Option

Users can manually trigger a refresh in Data Cloud if immediate synchronization is required, bypassing the scheduled sync.

Step 4: Monitor Synchronization Logs

Use the Data Cloud Monitoring tools to track synchronization status, including full refreshes and incremental updates.

Conclusion

The statement "When a column is added or removed, the CRM connector performs a full refresh" is true. This behavior ensures that the data model in Data Cloud remains consistent with the schema in Salesforce CRM, avoiding potential data integrity issues.

質問: 69

Northern Trail Outfitters は、過去 24 時間以内に購入した顧客のセグメントを作成したいと考えています。

セグメント データは可能な限り最新のものにする必要があります。

セグメントを作成するときにコンサルタントは何を実装する必要がありますか？

- A.** ストリーミング インサイトを使用して、ほぼリアルタイムのセグメンテーション結果を取得します。
- B.** Einstein セグメンテーション最適化を使用して、過去 24 時間のデータを収集します。
- C.** 公開間隔が 1 時間の高速セグメントを使用します。
- D.** 公開間隔が 30 分の標準セグメントを使用します。

正解: **A** ([コメントを发表する](#))

To address Northern Trail Outfitters' requirement of creating a segment with customers who have purchased in the last 24 hours, while ensuring the data is as up to date as possible, streaming insights is the most appropriate solution. Here's why:

Understanding Streaming Insights : Salesforce Data Cloud provides Streaming Insights , which enables near real-time data processing and segmentation. This feature allows businesses to capture and act on customer interactions or transactions almost instantly, making it ideal for time-sensitive use cases like identifying recent purchasers.

Why Not Other Options?

Option B (Einstein Segmentation Optimization) : Einstein Segmentation Optimization focuses on improving segment performance using AI but does not inherently provide near

real-time data updates. It is more about refining existing segments rather than ensuring low-latency data availability.

Option C (Rapid Segments with a Publish Interval of 1 Hour) : Rapid Segments are faster than standard segments but still involve a delay due to the publish interval. A 1-hour interval would not meet the "as up to date as possible" requirement.

Option D (Standard Segment with a Publish Interval of 30 Minutes) : Standard segments are processed less frequently and typically involve longer delays. Even with a 30-minute interval, this option cannot match the near real-time capabilities of streaming insights.

How Streaming Insights Works :

Streaming Insights processes data from connected sources (e.g., CRM, external systems) in near real-time.

When a customer makes a purchase, the transaction data is ingested into Data Cloud and immediately available for segmentation.

The consultant can configure a segment rule to include only customers whose purchase timestamp falls within the last 24 hours.

Salesforce Documentation Reference :According to Salesforce's official Data Cloud documentation, Streaming Insights is designed for scenarios where timely data is critical. It ensures that segments reflect the latest customer behavior without significant delays, aligning perfectly with Northern Trail Outfitters' needs.

質問: 70

コンサルタントがデータクラウドの実装を準備しています。

顧客データに関してコンサルタントはどのような倫理に従うべきでしょうか？

- A. 監査の目的で社内の上級管理職が顧客データにアクセスできるようにします。
- B. すべてのデータを収集して使用し、よりパーソナライズされたエクスペリエンスを作成します。
- C. 機密データを同じ DMO にマップして、簡単に削除できるようにします。
- D. 年齢、性別、民族などの機密データの要求は慎重に検討してください。

正解: ([正解を表示します](#))

When implementing Data Cloud, the consultant should adhere to ethical practices regarding customer data, particularly by carefully considering the collection and use of sensitive data such as age, gender, or ethnicity .

Here's why:

Understanding Ethical Considerations

Collecting and using customer data comes with significant ethical responsibilities, especially when dealing with sensitive information.

The consultant must ensure compliance with privacy regulations (e.g., GDPR, CCPA) and uphold ethical standards to protect customer trust.

Why Carefully Consider Sensitive Data?

Privacy and Trust :

Collecting sensitive data (e.g., age, gender, ethnicity) can raise privacy concerns and erode customer trust if not handled appropriately.

Customers are increasingly aware of their data rights and expect transparency and accountability.

Regulatory Compliance :

Regulations like GDPR and CCPA impose strict requirements on the collection, storage, and use of sensitive data.

Careful consideration ensures compliance and avoids potential legal issues.

Other Options Are Less Suitable :

A). Allow senior leaders in the firm to access customer data for audit purposes : While audits are important, unrestricted access to sensitive data is unethical and violates privacy principles.

B). Collect and use all of the data to create more personalized experiences : Collecting all data without regard for sensitivity is unethical and risks violating privacy regulations.

C). Map sensitive data to the same DMO for ease of deletion : While mapping data for deletion is a good practice, it does not address the ethical considerations of collecting sensitive data in the first place.

Steps to Ensure Ethical Practices

Step 1: Evaluate Necessity

Assess whether sensitive data is truly necessary for achieving business objectives.

Step 2: Obtain Explicit Consent

If sensitive data is required, obtain explicit consent from customers and provide clear explanations of how the data will be used.

Step 3: Minimize Data Collection

Limit the collection of sensitive data to only what is essential and anonymize or pseudonymize data where possible.

Step 4: Implement Security Measures

Use encryption, access controls, and other security measures to protect sensitive data.

Conclusion

The consultant should carefully consider asking for sensitive data such as age, gender, or ethnicity to uphold ethical standards, maintain customer trust, and ensure regulatory compliance.

質問: 71

高級小売店は、高価値顧客をターゲットとするセグメントを作成し、Marketing Cloud を通じてメールコミュニケーション用に有効化しました。ところが、有効化された顧客数がセグメント数よりも少ないことに気づきました。

これには何の理由があるのでしょうか？

A. Marketing Cloud アクティベーションでは頻度上限が適用され、アクティベーションで送信できるレコード数が制限されます。

- B.** Data Cloud は、Marketing Cloud のアクティベーションに連絡先アカウントの存在を必須とします。個人に関連する連絡先アカウントがない場合、アクティベートされません。
- C.** Marketing Cloud のアクティベーションでは、エンゲージメントがなく、過去 6 か月間にメールを開いたりクリックしたりしていない個人が自動的に抑制されます。
- D.** Marketing Cloud のアクティベーションでは、Marketing Cloud にすでに存在する個人のみがアクティベートされます。新しいレコードのアクティベーションは許可されません。

正解: ([正解を表示します](#))

Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

質問: 72

どのソリューションが、Marketing Cloud の加入者プロファイル属性を毎日 Data Cloud に取り込む簡単な方法を提供しますか？

- A.** Automation Studio およびプロファイル ファイル API
- B.** マーケティングクラウド接続 API
- C.** Marketing Cloud データ拡張機能のデータストリーム
- D.** Email Studio スターター データ バンドル

正解: ([正解を表示します](#))

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.

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]

質問: 73

Cumulus Financialは現在、Data Cloudを活用し、S3コネクタを介してバックエンドシステムから取引データをアップサートモードで取り込みています。6ヶ月前の初期設定時に、同社はData Cloudにカスタム分類を作成するための数式フィールドを作成しました。現在、より多くの分類に対応するために、この数式を更新する必要があります。

S3 コネクタを使用する場合、コンサルタントは数式フィールドの更新に関してどのような点に留意する必要がありますか？

- A.** Data Cloud は \$3 からデータの完全更新を開始し、すべてのレコードの数式を更新します。
- B.** Data Cloud は、upsert タイプのデータ ストリームの数式フィールドの更新をサポートしていません。
- C.** Data Cloud は、次回の増分アップサート更新時にすべてのレコードの数式を更新します。
- D.** Data Cloud は、新しいレコードに対してのみ、今後数式を更新します。

正解: ([正解を表示します](#))

質問: 74

Cloud Kicks は、過去 7 日以内に自社の Web サイトにアクセスした顧客のセグメントを構築したいと考えています。

このユースケースに適したエンゲージメント日フィールドのフィルター演算子はどれですか？

- A.** 間にある
- B.** 最後の数値より大きい
- C.** 次の日数
- D.** 最後の日数

正解: ([正解を表示します](#))

The filter operator Last Number of Days allows you to filter on date fields using a relative date range that specifies the number of days before today. For example, you can use this operator to filter on customers who have visited your website in the last 7 days, or the last 30 days, or any number of days you want. This operator is useful for creating dynamic segments that update automatically based on the current date¹². References:

Relative Date Filter Reference

Create Filtered Segments

質問: 75

お客様には2つのData Cloud組織があります。Data Cloud組織の1つで、Amazon S3データストリームとそのマッピングの新しい設定が完了し、テストが完了しました。

この構成をパッケージ化して顧客の2番目の組織に宣伝するには、どのようなことが推奨されますか？

- A. メタデータ API を使用します。
- B. Salesforce CRM コネクタを使用します。
- C. データキットを作成します。
- D. AppExchange アプリケーションとしてパッケージ化します。

正解: ([正解を表示します](#))

Data Cloud Configuration Promotion: When managing configurations across multiple Salesforce Data Cloud orgs, it's essential to use tools that ensure consistency and accuracy in the promotion process.

Data Kits: Salesforce Data Cloud allows users to package and promote configurations using data kits. These kits encapsulate data stream definitions, mappings, and other configuration elements into a portable format.

Process:

Create a data kit in the source org that includes the Amazon S3 data stream configuration and mappings.

Export the data kit from the source org.

Import the data kit into the target org, ensuring that all configurations are transferred accurately.

Advantages: Using data kits simplifies the migration process, reduces the risk of configuration errors, and ensures that all settings and mappings are consistently applied in the new org.

References:

Salesforce Data Cloud Developer Guide

Salesforce Data Cloud Packaging

質問: 76

コンサルタントは、複数のDLOに基づいてデータグラフを作成する必要があります。これを実現するためにコンサルタントはどのようなステップを踏むべきでしょうか？

- A. データアクションを使用して、DLOデータでデータグラフを更新します。
- B. DLOS を DMOS にマップし、データ グラフで使用します。
- C. DLO をデータ グラフに直接マップします。
- D. DLO を複数の DMO にバッチ変換し、データ グラフでアクティブ化します。

正解: ([正解を表示します](#))

To create a data graph based on several Data Lake Objects (DLOs) , the consultant should map the DLOs to Data Model Objects (DMOs) and use these in the data graph. Here's why:

Understanding Data Graphs

A data graph in Salesforce Data Cloud represents relationships between entities (e.g., customers, accounts, orders) and their attributes.

It is built using Data Model Objects (DMOs) , which provide a standardized structure for unified profiles and related data.

Why Map DLOs to DMOs?

Role of DLOs and DMOs :

DLOs are raw data sources ingested into Data Cloud.

DMOs are standardized objects used for identity resolution and unified profiles.

Mapping DLOs to DMOs ensures that raw data is transformed into a structured format suitable for data graphs.

Building the Data Graph :

Once the DLOs are mapped to DMOs, the consultant can use the DMOs to define relationships and build the data graph.

This approach ensures consistency and alignment with the unified data model.

Other Options Are Less Suitable :

A). Use a data action to update the data graph with the DLO data : Data actions are used for triggering workflows, not for building data graphs.

C). Map the DLOs directly to a data graph : DLOs cannot be directly mapped to a data graph; they must first be transformed into DMOs.

D). Batch transform the DLOs to multiple DMOs and activate these with the data graph : This is overly complex and unnecessary when mapping DLOs to DMOs suffices.

Steps to Create the Data Graph

Step 1: Map DLOs to DMOs

Navigate to Data Cloud > Data Streams and map the relevant fields from the DLOs to the corresponding DMOs.

Step 2: Define Relationships

Use the Data Model tab to define relationships between DMOs (e.g., linking Individuals to Accounts).

Step 3: Build the Data Graph

Use the mapped DMOs to create the data graph, defining nodes (entities) and edges (relationships).

Step 4: Validate the Graph

Test the data graph to ensure it accurately represents the desired relationships and data flow.

Conclusion

The consultant should map the DLOs to DMOs and use these in the data graph to ensure a structured and consistent approach to building relationships between entities.

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