



# Salesforce

Data-Con-101 Exam

Salesforce Certified Data Cloud Consultant

Exam Latest Version: 6.0

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### Question 1. (Single Select)

A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.

Which configuration change should a consultant consider in order to increase the consolidation rate?

- A: Change reconciliation rules to Most Occurring.
- B: Increase the number of matching rules.
- C: Include additional attributes in the existing matching rules.
- D: Reduce the number of matching rules.

**Correct Answer: B**

#### **Explanation:**

The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as  $1 - (\text{number of unified individuals} / \text{number of source individuals})$ . For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes. By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

### Question 2. (Multi Select)

Northern Trail Outfitters (NTD) creates a calculated insight to compute recency, frequency,

monetary {RFM) scores on its unified individuals. NTO then creates a segment based on these scores

that it activates to a Marketing Cloud activation target.

Which two actions are required when configuring the activation?

Choose 2 answers

A: Add additional attributes.

B: Choose a segment.

C: Select contact points.

D: Add the calculated insight in the activation.

**Correct Answer: B, C**

**Explanation:**

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

**Question 3. (Single Select)**

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

A: Confirm the Create object permission is enabled in the Data Cloud org.

B: Confirm the View All object permission is enabled in the source Salesforce CRM org.

C: Confirm the Ingest Object permission is enabled in the Salesforce CRM org.

D: Confirm that the Modify Object permission is enabled in the Data Cloud org.

**Correct Answer: B**

## Explanation:

To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings<sup>1</sup>. Without this permission, the custom object will not be available in the New Data Stream configuration<sup>2</sup>. Reference:

Manage Access with Data Cloud Permission Sets

Object Permissions

### Question 4. (Multi Select)

Which two common use cases can be addressed with Data Cloud?

Choose 2 answers

- A: Understand and act upon customer data to drive more relevant experiences.
- B: Govern enterprise data lifecycle through a centralized set of policies and processes.
- C: Harmonize data from multiple sources with a standardized and extendable data model.
- D: Safeguard critical business data by serving as a centralized system for backup and disaster

**Correct Answer: A, C**

## Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are:

Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.

Harmonize data from multiple sources with a standardized and extendable data model. Data

Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution.

The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

### Question 5. (Single Select)

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

- A: Data Mapping
- B: Data Transformation
- C: Segment Setup
- D: Data Stream Setup

**Correct Answer: C**

#### **Explanation:**

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more

than 255 characters or for relationships that are one-to-many (1:N). Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes



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