



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

- A. Is Birthday
- B. Is this Year
- C. Is Anniversary Of
- D. Is between

Correct Answer: C

QUESTION 2

Which data type is collected by a company that does not have any direct relationship with the customer?

- A. Partner data
- B. First party data
- C. Second party data
- D. Third party data

Correct Answer: D

QUESTION 3

How can a Marketing Team member get Marketing Cloud Engagement profile attribute into Customer Data Platform?

- A. Map MobileConnect Starter Data Bundle
- B. Map MobilePush Starter Data Bundle
- C. Map Data view `_EnterpriseAttribute` to CDP
- D. Map Email Studio Starter Data Bundle

Correct Answer: D

QUESTION 4



Where do you define the location where you want to use your segment?

- A. Activation Target
- B. Calculated Insights
- C. Segment
- D. Activation

Correct Answer: A

QUESTION 5

How many Business Units under the same Enterprise ID (EID) can be connected for data ingestion?

- A. 1
- B. 4
- C. 10
- D. No hard limit

Correct Answer: D

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