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# CUSTOMER-DATA-PLATFORM<sup>Q&As</sup>

Salesforce Customer Data Platform (CDP)

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### QUESTION 1

Which permission set allows the user to create, manage and publish segments in Salesforce CDP?

- A. Salesforce CDP Admin
- B. Salesforce CDP Data aware specialist
- C. Salesforce CDP Marketing Manager
- D. Salesforce CDP Marketing Specialist

Correct Answer: D

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### QUESTION 2

What are two characteristics that describe the Cloud Information Model?

- A. A Product Sold By Salesforce
- B. A Conceptual Model
- C. A Canonical Model
- D. A Static Model

Correct Answer: BC

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### QUESTION 3

Where do calculated insights appear in the segmentation attribute library?

- A. They always appear in Direct Attributes
- B. They always appear in Related Attributes
- C. They appear under the objects that were used to create them
- D. They appear under Profile type objects

Correct Answer: C

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### QUESTION 4

Which formula function should a Data Specialist use to create composite key if the primary key is not available in the data stream?



- A. COALESCE
- B. UUID
- C. CONCAT
- D. SUBSTITUTE

Correct Answer: C

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#### QUESTION 5

What is the Subject Area for any Organization, Individual, or Member in the Cloud Information Model?

- A. Membership
- B. Global Account
- C. Individual
- D. Party

Correct Answer: B

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