



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What is the different between direct and related attributes?

- A. Direct attributes have one to one relationship while Related attributes are one to many relationships
- B. Direct attributes have one to many relationships while Related attributes are one to one relationship
- C. Direct Attributes are Text based only and Related Attributes are Date and Number based
- D. Direct attributes are attributes on the individual and related attributes are attributes on the unified individual

Correct Answer: A

QUESTION 2

When activating on Unified Individual which three attributes are automatically included?

- A. Contact address
- B. Email SK
- C. Contact phone number
- D. Contact ID
- E. Contact email address

Correct Answer: BCE

QUESTION 3

Which operator can be used to check if an attribute value in blank?

- A. Is Not Null
- B. Has No Value
- C. Is Null
- D. Is Empty

Correct Answer: B

QUESTION 4

Which API would you use to surface additional information from the CDP into Service Cloud?

- A. Query API



- B. Unified Profile API
- C. Calculated Insights API
- D. Profile API

Correct Answer: D

QUESTION 5

What configuration step has to be completed before marketing cloud activation?

- A. Assign Salesforce CDP activation permission set to the user
- B. Enable segment publishing to marketing cloud
- C. Allow audience creation from CDP in marketing cloud
- D. Selects business units for activation

Correct Answer: D

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