



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

Which two frequency options are available when ingesting Marketing Cloud Data Extensions?

- A. 15 minutes
- B. 24 hours
- C. 60 minutes
- D. 12 hours

Correct Answer: BCD

QUESTION 2

What does the ignore empty value option do in Identity Resolution?

- A. Ignores empty reconciliation rules
- B. Replaces the value with a null
- C. Ignores empty fields when running reconciliation
- D. Modified the value in the field with a predefined value

Correct Answer: C

QUESTION 3

Salesforce CDP create automations in Marketing Cloud Automation Studio to support data ingestion. Under which Business Unit(s) will these automations be created?

- A. All Business Unit (Bus) in the Account including Top-level (ENT) business unit
- B. All Business Units (Bus) in the account used for sending
- C. All selected business unit (Bus) during mapping
- D. Top-level (ENT) business unit only

Correct Answer: A

QUESTION 4

What can be customized in the Salesforce CDP canonical model?



- A. Objects, fields, and relationships
- B. Objects
- C. Objects and fields
- D. Fields

Correct Answer: A

QUESTION 5

Records from which object can be retrieved via the Salesforce CDP Query API?

- A. Segment membership
- B. Segment metadata
- C. Data Stream metadata
- D. (...) data model

Correct Answer: D

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