



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

The purchase order number field is specified as text. What value will be segmenting on retrieve?

- A. Purchase order number will be NULL
- B. Purchase order number 852
- C. Purchase order number 0852
- D. Purchase order number 852 and 0852

Correct Answer: C

QUESTION 2

Which CDP objects are available as tables via the Tableau connector to discover new insights about customers?

- A. Calculated insights
- B. Data Model Objects
- C. All Objects
- D. Unified Profile

Correct Answer: C

QUESTION 3

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

Correct Answer: B

QUESTION 4

What are two ways a marketing user can incorporate a campaign code from an external (...) bucket?

- A. Include campaign code into the filename specification



- B. Include campaign code into the activation name
- C. Include campaign code into the segment name
- D. Include campaign code into the activation description

Correct Answer: CD

QUESTION 5

What type of data is the information a company collects directly from their audience or customers and brings into CDP?

- A. Partner Data
- B. Second Party Data
- C. First Party Data
- D. Third Party Data

Correct Answer: C

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