



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What are the two file type options for activation for Cloud Storage?

- A. .json
- B. .csv
- C. .zip
- D. .xls

Correct Answer: AB

QUESTION 2

What are the two distinct phases of data management in CDP?

- A. Data Ingestion
- B. Data Actions
- C. Data Modeling
- D. Data Activation

Correct Answer: AC

QUESTION 3

Where does Data Specialist enable value suggestion on an attribute for segmentation?

- A. Segment Setup
- B. Data Mapping (accurate)
- C. Data Modeling
- D. Data Stream Setup (it can be also answer. HELP doc)

Correct Answer: B

QUESTION 4

What is the purpose of container path in segmentation?

- A. To create relationships between your related attributes
- B. To show the path of the attribute in the attribute library



- C. To show unrelated attributes
- D. To define data relationships in activation

Correct Answer: A

QUESTION 5

In addition to email, which three attributes are available on the interface of?

- A. Social Handle
- B. Government ID
- C. First and Last Name
- D. Phone Number
- E. Address

Correct Answer: CD

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