



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

Which two file types are available for Cloud Storage activation?

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

Correct Answer: AB

QUESTION 2

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

QUESTION 3

What is a Customer Data Platform?

- A. A platform where end users can see data collected about themselves
- B. A platform to buy and sell advertising data
- C. A social media platform
- D. A platform that collects and stores data about customers

Correct Answer: D

QUESTION 4

What is the Salesforce CRM connector full refresh frequency for data streams?

- A. One time only
- B. Weekly



C. Daily

D. Hourly

Correct Answer: B

QUESTION 5

How many Marketing Cloud instances, or Enterprise IDs can be connected to one Salesforce CDP org?

A. Two

B. Four

C. One

D. Three

Correct Answer: C

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