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QUESTION 1

How does a CDP help reduce advertising costs?

- A. By targeting customers efficiently in their preferred channel
- B. By reducing the manual process from media buying
- C. By increasing the transparency of media spend
- D. By helping marketers understand the price of media

Correct Answer: A

QUESTION 2

A retail customer wants to bring customer data from different source and wants to take advantages of identity resolution so that it can be used in segmentation which object should be used for activation member?

- A. Subscriber
- B. Unified Individual
- C. Contact
- D. Individual

Correct Answer: B

QUESTION 3

How many Metrics can be present in 1 segment container?

- A. 1
- B. 5
- C. 10
- D. 100

Correct Answer: A

QUESTION 4

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

- A. Is Not Null



B. Has No Value

C. Is Null

D. Is Empty

Correct Answer: B

QUESTION 5

What programming language is used to configure Calculate Insights?

A. Python

B. SOQL

C. ANSI SOQL

D. DCL

Correct Answer: C

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