CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What must CDP admin user do first when setting up users in CDP?

A. Creates profile for each CDP user role

B. Assign permission sets

C. Configure Data Source

D. Set up each use as admin

Correct Answer: A

QUESTION 2

Which data model defines the complete set of experiences that customers go through when interacting with a company?

A. Party Data Model

B. Journey Data Model

C. Engagement Data Model

D. Case Data Model

Correct Answer: B

QUESTION 3

What type of data is collected by a company or entity that does not have a direct relationship with the visitor and customer?

A. Partner Data

B. First Party Data

C. Third Party Data

D. Second Party Data

Correct Answer: C

QUESTION 4

Which CDP feature helps marketers calculate attributes like Customer Lifetime value and Customer Salesforce score?

A. Calculated Insights

B. Formula Field insights

C. Streaming Insights

D. Einstein Insights

Correct Answer: C

QUESTION 5

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 6

Which Salesforce CDP use case merges customer information from various systems to create a single Id, a single record for a customer?

A. Audience Segmentation

B. Consent Management

C. Data Unification

D. Identity Resolution

Correct Answer: D

QUESTION 7

Which two options are available for setting up a publishing schedule in segmentation?

A. Data Stream schedule

B. Manual

C. Automated every 12 or 24 hours

D. Einstein Insights

Correct Answer: BC

QUESTION 8

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 9

Which user role manages the data model and creates Identity Resolution rulesets for unified profiles?

A. Admin

B. Marketing Specialist

C. Data Aware Specialist

D. Marketing Manager

Correct Answer: C

QUESTION 10

Where is value suggestion for attributes in segmentation enabled?

A. Data Stream Setup

B. Data Modeling

C. Data Mapping

D. Segment Setup

Correct Answer: A

QUESTION 11

How many days of historical data is loaded when B2C Commerce Data Stream is created from the Order Bundle?

A. 90 days

B. 60 days

C. 30 days

D. 10 days

Correct Answer: C

QUESTION 12

Which data bundle sources are available out of the box to create Data Streams from Marketing Cloud?

A. Email only

B. Email and MobileConnect

C. Email, MobileConnect and MobilePush

D. Email, MobileConnect, MobilePush and GroupConnect

Correct Answer: C

QUESTION 13

How should an admin view past processing for resolution rules in Identity Resoultion?

A. Run History

B. Audit History list view

C. View processing Audit Trail

D. Click on view history

Correct Answer: D

QUESTION 14

Where do calculated insights appear in the segmentation attribute library?

A. They always appear in Direct Attributes

B. They always appear in Related Attributes

C. They appear under the objects that were used to create them

D. They appear under Profile type objects

Correct Answer: C

QUESTION 15

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

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