



# CUSTOMER-DATA-PLATFORM<sup>Q&As</sup>

Salesforce Customer Data Platform (CDP)

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#### QUESTION 1

Records from which object can be retrieved via the Salesforce CDP Query API?

- A. Segment membership
- B. Segment metadata
- C. Data Stream metadata
- D. (...) data model

Correct Answer: D

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#### QUESTION 2

How does an admin increase the consolidation rate for identity resolution?

- A. Add more matching rules to broaden the search of matches
- B. Change the ignore empty value option
- C. Change all reconciliation rules to source sequence
- D. Reduce the number of matching rules

Correct Answer: A

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#### QUESTION 3

What programming language is used to configure Calculated Insights?

- A. Python
- B. DCL
- C. SOQL
- D. ANSI SOQL

Correct Answer: D

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#### QUESTION 4

A Telecom company's customer has requested their personal data be deleted. Customer data in -----following actions should be performed to submit a data deletion request in CDP?



- A. Use consent API to request restriction of processing
- B. Update consent flag in the Marketing Cloud Engagement datastream to submit ----
- C. Update preferences and Consent in all Activation channels
- D. Use Ingestion API to submit restriction of processing

Correct Answer: B

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#### QUESTION 5

Which CDP permission set manages the overall segmentation strategy and identifies the target campaigns?

- A. Marketing specialist
- B. IT manager
- C. Marketing manager
- D. Data Aware Specialist

Correct Answer: C

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#### QUESTION 6

What are the two options for the publishing schedule of segments?

- A. Don't Refresh
- B. Data Stream schedule
- C. 12 or 24 hrs
- D. Activation schedule

Correct Answer: AC

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#### QUESTION 7

How many Metrics can be present in 1 segment container?

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



D. 100

Correct Answer: A

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#### QUESTION 8

When using the Cloud Storage data stream ingestion where does Salesforce CDP ingest from?

- A. Customer provided S3 bucket
- B. Salesforce provided S3 bucket
- C. Salesforce Information Model
- D. Any external cloud storage with a restful API

Correct Answer: A

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#### QUESTION 9

Which data type is collected by a company that does not have any direct relationship with the customer?

- A. Partner data
- B. First party data
- C. Second party data
- D. Third party data

Correct Answer: D

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#### QUESTION 10

What does the source sequence reconciliation rule do in Identity Resolution?

- A. Source data from disparate systems across the enterprise.
- B. Reconcile data by data that's most frequent across records.
- C. Sort data sources in order of most to least preferred for inclusion in Unified Profile.
- D. Includes data from sources where the data is alphanumerically sequenced.

Correct Answer: C

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#### QUESTION 11



Which two CRM objects are included in both Sales and Service Cloud Data Bundle?

- A. Campaign Member
- B. Contact
- C. Opportunity
- D. Account

Correct Answer: BD

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#### QUESTION 12

Which two files are activated to Cloud File storage for each segment publish?

- A. A file that contains the segment members with additional attributes
- B. A file that contains the segment definition
- C. A file that contains calculated insights
- D. A file that contains security credentials

Correct Answer: AB

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#### QUESTION 13

Which factors should be considered when using identity Resolution within Customer Data Platform (Choose 2)

- A. CDP does not merge source records but instead creates a unified records that links all source records
- B. The unified individual ID is refreshed after each resolution and it can change over a period of time.
- C. CDP only lets you create one identity resolution ruleset
- D. Fuzzy value used to match source profiles are stored in unified profile

Correct Answer: AD

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#### QUESTION 14

In Salesforce CRM, the customer has a custom `Customer\_Email\_\_c` object related to standard `Contact` object. Which CDP data model object do you map it to?

- A. Contact
- B. Custom `Customer\_Email` object



C. Contact Point Email

D. Individual

Correct Answer: C

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#### QUESTION 15

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

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