CUSTOMER-DATA-PLATFORM$^{Q\&As}$

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What is the first step in the two step process to ingest data from SFMC to Salesforce CDP?

A. Extract marketing Cloud data to customer owned S3 bucket

B. Extract Marketing cloud data to Salesforce owned SFTP

C. Extract Marketing Cloud data to Salesforce owned S3 bucket

D. Extract Marketing Cloud data to customer owned SFTP

Correct Answer: C

QUESTION 2

A marketer wants to segment it\\'s audience by qualifying the lifetime value of the customer-- ---be created to support this use case in segmentation? (1 Answer)

A. Streaming Insight

B. Profile Insight

C. Calculated Insight

D. Commerce Insight

Correct Answer: C

QUESTION 3

What is the recommendation for activation when multiple data sources are brought into CDP?

A. Activate on Individual

B. Do not use Identity Resolution

C. Use Identity Resolution and activate on Unified Individual

D. Activate based on source identifiers

Correct Answer: C

QUESTION 4

How can a marketer change attribute names to match personalization in an Activation Target?

A. Update field names in data model

B. Set preferred attribute names when configuring activation target

C. Update attributes names in the data stream configuration

D. Set preferred attribute names when configuring activation

Correct Answer: D

QUESTION 5

Which three Salesforce CDP objects are accessible in Tableau with the Connected App?

A. Segment Membership

B. Data Model

C. Data Source

D. Segment Metadata

E. Calculated Insights

Correct Answer: BCE

QUESTION 6

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 7

Which data model type in Salesforce CDP defines interactions with party?

A. Sales Order

B. Transaction

C. Engagement

D. Individual

Correct Answer: C

QUESTION 8

Consolidation Rate

A. 1 - (Total Unified Profiles/ DSO profile)

B. 1 - (Total Unified Profiles/ DMO profile)

C. 1 - (Total Unified Profiles/ Data Stream profile)

Correct Answer: A

QUESTION 9

What is the primary object for an Organization, Individual, Affiliation Group, Member in the Cloud Information Model?

A. Membership

B. Party

C. Global Account

D. Individual

Correct Answer: B

QUESTION 10

When setting up a data stream, which field in the recommended source schema is not editable?

A. Data Type

B. Header Label

C. Field Label

D. Field API Name

Correct Answer: B

QUESTION 11

What permission setting should an admin check if the custom CRM object is not accessible from CDP?

A. Create object permission enabled in CDP org

B. Read object permission enabled in Source CRM Org

C. Modify all object permission enabled in CDP org

D. View All object permission enabled in Source CRM org

Correct Answer: D

QUESTION 12

How many CRM orgs can be connected to CDP instance?

A. 5

B. 10

C. 20

D. No hard limit

Correct Answer: D

QUESTION 13

Which two dependences can prevent a Data Stream for being deleted?

A. A data stream attribute is used in Segmentation

B. A data stream attribute is used in Calculated Insight

C. A data stream attribute is mapped to a Data Model object

D. A data stream attribute is used in Activation

Correct Answer: BC

QUESTION 14

Which CDP Objects are available as tables via the Tableau connector to discover new insights about customers?

A. Calculated Insights

B. All Objects

C. Unified Profile

D. Data Model Objects

Correct Answer: B

QUESTION 15

What is the max limit of records retrieved by the profile and query APIS in a single call?

A. 1000

B. No max limit

C. 4999

D. 9999

Correct Answer: C