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Salesforce

Salesforce-CDP

Salesforce Customer Data Platform (CDP)



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Question: 51

Data from which object will be deleted when processing a Data Deletion or Right to be forgotten request

- A. Individual and all related entities in data model
- B. Individual, all related entities in data model and mapped data streams
- C. Unified individual, all related entities in data model and mapped data streams
- D. Unified individual and all related entities in data model

Answer: D

Question: 52

What is the process called of Cleaning, Deduplicating, Merging data into a single ID?

- A. Data Unification
- B. Data Mining
- C. Data Cleansing

Answer: A

Question: 53

What Salesforce CDP API enables simultaneous retrieve of customer profile along with their calculated insights?

- A. Profile API
- B. Query API
- C. Calculated Insights API (Doubt)
- D. Metadata API

Answer: C

Question: 54

How long does it take for the suggested values to be visible after being enabled?

- A. Up to 1 week
- B. Up to 24 hours
- C. Instantly
- D. Up to 48 hours

Answer: B

Question: 55

In addition to Unified Individual Object, what other object does Salesforce CDP automatically create and manage during the Identity Resolution process?

- A. Unified Lead Objects
- B. Unified Contact Point Objects
- C. Unified Order Objects
- D. Unified Product Objects

Answer: B

Question: 56

Which CDP objects are available as tables via the Tableau connector to discover new

insights about customers?

- A. Calculated insights
- B. Data Model Objects
- C. All Objects
- D. Unified Profile

Answer: C

Question: 57

What is the first step to setup and configure a marketing cloud customer data platform instance?(1)

- A. Connect to the Marketing Cloud Account CDP is provisioned in
- B. Complete the Salesforce CDP provisioning process
- C. Connect to the Salesforce CRM Org CDP is provisioned in
- D. Enable Salesforce CDP Admin permission set to the Salesforce CRM Org
- E. CDP Admin has already configured the Salesforce CRM connector and setup data

Answer: D

Question: 58

Which formula function should a Data Specialist use to create composite key if the primary key is not available in the data stream?

- A. COALESCE
- B. UUID
- C. CONCAT
- D. SUBSTITUTE

Answer: C

Question: 59

Which of the fields is non-editable during data ingestion?

- A. Field label
- B. Header label
- C. Field API name
- D. Data Type

Answer: B

Question: 60

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

Answer: D

Question: 61

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

Answer: A

Question: 62

In addition to the unified individual object, what other object does salesforce CDP automatically create and manage during the identity resolution process?

- A. Unified product catalog objects
- B. Unified contact point objects
- C. Unified order objects
- D. Unified lead objects

Answer: B

Question: 63

What is the correct formula to display the value of the raw data column of “Revenue” plus a 5% margin?

- A. SELECT(['Revenue'] *1.05)
- B. SELECT(['revenue'] *1.05)
- C. sourceField(['Revenue'] *1.05)
- D. sourceField(['revenue'] *1.05)

Answer: C

Question: 64

Which of these is present in Identity Resolution Summary?

- A. Unified Individuals
- B. Last Processing Status
- C. Matched Individuals
- D. All the above

Answer: D

Question: 65

What are 2 options to stop a segment from publishing?

- A. Disable
- B. Skip
- C. Unpublish
- D. Delete

Answer: D

Question: 66

Salesforce CDP create automations in Marketing Cloud Automation Studio to support data ingestion. Under which Business Unit(s) will these automations be created?

- A. All Business Unit (Bus) in the Account including Top-level (ENT) business unit
- B. All Business Units (Bus) in the account used for sending
- C. All selected business unit (Bus) during mapping
- D. Top-level (ENT) business unit only

Answer: A

Question: 67

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

Answer: B

Question: 68

What are the two benefits of Calculate Insights compared to Segment criteria?

- A. It creates simple logic on row-based operations
- B. It creates reusable contents
- C. Marketer friendly drag and drop interface
- D. It performs complex queries on multiple objects

Answer: B,D

Question: 69

How can an administrator check segment publishing status?

- A. Segments publish summary dashboard
- B. Publish History related list in Activation Record
- C. Segments publish history report
- D. Publish History related list in Segment Record

Answer: B,D

Question: 70

What are the three available data related APIs in CDP?

- A. Transactional API
- B. Profile API
- C. Unified Profile API
- D. Data Query API
- E. Calculated Insights API

Answer: B,D,E



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