

Salesforce.Customer-Data-Platform.v2022-09-05.q42

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NEW QUESTION: 1

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 Point Email
- B. Custom 'Customer_Email' object
- C. Contact
- D. Individual

Answer: A (LEAVE A REPLY)

NEW QUESTION: 2

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

- A. Modify all object permission enabled in CDP org
- B. Read object permission enabled in Source CRM Org
- C. View All object permission enabled in Source CRM org
- D. Create object permission enabled in CDP org

Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

What are the two refresh models available for a cloud storage data stream?

- A. Full Refresh
- B. Update
- C. Upsert
- D. Append

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 4

The purchase order number field is specified as text. What value will be segmenting on 0852 retrieve?

- A. Purchase order number 0852
- B. Purchase order number 852 and 0852
- C. Purchase order number will be NULL
- D. Purchase order number 852

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

How is Restriction of Processing request handled in segmentation?

- A. Restricts data processing for individual and unified individual profile
- B. Restricts data processing on all entities
- C. Restricts data processing during activation
- D. Restricts data processing while saving the segment

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 6

Salesforce CDP creates automations in SFMC automation studio to support data ingestion. Under which all these automations be created?

- A. Top-level (ENT) business unit only
- B. All business units (BUs) in the Account including Top-Level (ENT) business unit
- C. All business unites (BUs) in the Account used for sending
- D. All selected business unites (BUs) during mapping

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

What role in a company was Salesforce CDP designed for?

- A. Data Analyst
- B. Developer
- C. Salesperson
- D. Marketer

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 8

What is the maximum number of filter criteria a segment can have?

- A. 50
- B. 500
- C. 10
- D. 99

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 9

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

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

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 10

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

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 11

A developer wants to create a segment for a birthday campaign which is refreshed every day and activated. Which operator should he use?

- A. Is Between
- B. Is Anniversary Of
- C. Is Birthday
- D. Is This Year

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 12

In which two ways can a marketer include campaign name from an external system into the segment?

- A. Include campaign code in activation description
- B. Include campaign code in filename specification
- C. Include campaign code in activation name
- D. Include campaign code in segment name

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

Which two dependencies need to be removed prior to disconnecting a data source?

- A. Activation Target
- B. Data Stream
- C. Activation

D. Segment

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

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

- A. Activate based on source identifiers
- B. Activate on Individual
- C. Use Identity Resolution and activate on Unified Individual
- D. Do not use Identity Resolution

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 15

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

- A. Is Null
- B. Is Not Null
- C. Has No Value
- D. Is Empty

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 16

In addition to email, which three attributes are available on the interface of
(3rd answer Doubt between Address and Government ID)

- A. Social Handle
- B. Government ID
- C. Address
- D. Phone Number
- E. First and Last Name

Answer: D,E ([LEAVE A REPLY](#))

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NEW QUESTION: 17

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

Which field in the recommended source schema is not editable?

- A. Field Label
- B. Data Type
- C. Header Label
- D. Field API Name

Answer: C (LEAVE A REPLY)

NEW QUESTION: 19

What is the result of a segment using two separate containers linked by an AND:

SalesOrder.PurchasedItem = 'Yellow' AND SalesOrder.PurchasedItem = 'Belt'?

- A. Customer who purchased any yellow product and also purchased belt of any color.
- B. Customer who purchased 'Yellow Belt', or any 'yellow' item, or any 'belt' items on the purchase
- C. Customer who purchased 'Yellow Belt' as a single product on the purchase.
- D. Customer who purchased only 'Yellow Belt' items on the purchase.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 20

Which two files are created in Cloud Storage bucket after segment is published?

- A. File containing segment members with additional attributes
- B. File containing segment definition
- C. File containing calculated insights
- D. File with the security credentials

Answer: B (LEAVE A REPLY)

NEW QUESTION: 21

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 22

What programming language is used to configure Calculate Insights?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 23

How can the records in a Data Stream object be updated?

- A. Using API
- B. Using Data Explorer
- C. Using the edit Data Stream feature
- D. Using a new source file

Answer: (SHOW ANSWER)

NEW QUESTION: 24

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 25

What are two root causes to why companies face fragmented data issues ?

- A. No eCommerce websites
- B. Employees working from home
- C. Misaligned business goals
- D. Department silos

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 26

What programming language is used to configure Calculated Insights

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 27

Which configuration supports separate AWS S3 buckets for data ingestion and activation?

- A. Separate user credentials for data stream and activation
- B. Dedicated S3 data source configuration in Activation Setup
- C. Separate user credentials for data stream and activation target
- D. Dedicated S3 data source configuration in CDP Setup

Answer: C (LEAVE A REPLY)

NEW QUESTION: 28

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 29

Which data model in Salesforce CDP defines the future revenue or quantity for an opportunity of the product family?

- A. Sales Order
- B. Party
- C. Engagement
- D. Product

Answer: B (LEAVE A REPLY)

NEW QUESTION: 30

Which two file types are available for Cloud Storage activation?

- A. .xls
- B. .zip
- C. .json
- D. .csv

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 31

Where do calculated insights appear in the segmentation attribute library?

- A. They always appear in Related Attributes
- B. They always appear in Direct Attributes
- C. They appear under Profile type objects
- D. They appear under the objects that were used to create them

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 32

How many CRM orgs can be connected to CDP instance?

- A. No hard limit
- B. 20
- C. 5
- D. 10

Answer: (SHOW ANSWER)

NEW QUESTION: 33

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 34

Which datatype is not supported in Salesforce CDP?

- A. Date
- B. Boolean
- C. Text
- D. Number

Answer: B (LEAVE A REPLY)

NEW QUESTION: 35

Which permission set needs to be added to the salesforce CRM object to be available in Salesforce CDP

- A. Salesforce CDP Salesforce Connector Integration
- B. Salesforce CDP external connector
- C. Salesforce External Connector
- D. Salesforce External Integration

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 36

Which types of data can be ingested from Interaction studio?

- A. Sales data
- B. Segment membership
- C. User profile
- D. Behavioral Events

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Which 2 characteristics describe the CIM (Cloud Information Model)?

- A. Statistical model
- B. Product sold by salesforce
- C. Canonical model
- D. Conceptual model

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 38

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

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 39

Which Interaction Studio features are updated by activation from CDP?

- A. Engagement data
- B. Segments
- C. Event data
- D. Profile attributes

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 40

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

- A. Marketing Specialist
- B. Admin
- C. Marketing Manager

D. Data Aware Specialist

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

What should a Marketer do first when implementing Salesforce CDP?

A. Obtain Cross-organizational buy-in

B. Identify Activation Targets

C. Manage Consent

D. Identify Data Sources

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 42

Which of these three CRM objects do reconciliation rules operate across?

A. Individual

B. Contact Point Email

C. Contact

D. Lead

E. Party Identification

Answer: A,B,E ([LEAVE A REPLY](#))

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