Free Questions for Customer-Data-Platform by actualtestdumps

Shared by Griffith on 12-12-2023

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Question 1

What are the two distinct phases of data management in CDP?

Options:

A- Data Ingestion

B- Data Actions

C- Data Modeling

D- Data Activation

Answer:

A, C

Question 2

When setting up the data source object or schema for data ingestion what are the three options available in CDP?

Options:

A- Other Data

B- Engagement Data

C- Order Data

D- Profile Data

E- Event Data

Answer:

A, B, D

Question 3

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?(Choose 1)

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

Answer:

B

Question 4

Question Type: **MultipleChoice**

A banking customer wants bring banking data to calculate customer lifetime value using calculated insights. What is the correct data flow in CDP to create this insight to use in segmentation?

Options:

A- Create new Calculated Insights(CI) -> Map Data Stream(DSO) to CI -> Use CI in segments

B- Create new Data Stream (DSO) -> Create Calculated Insights(CI) -> Use CI in segments

C- Create Segment -> Create Calculated Insights(CI) -> Create new Data Stream (DSO) -> Use CI in segments

D- Create new Data Stream (DSO) -> Map Data Stream Object (DMO) -> Create Calculated Insights(CI) -> Use CI in segments

Answer:

D

Question 5

Question Type: MultipleChoice

Which two steps are required when configuring a Marketing Cloud activation?

Options:

A- Select an Activation Target

B- Select Contact Points

C- Add Additional Attributes

D- Select Activation Membership

Answer:

A, D

Question 6

Question Type: **MultipleChoice**

What type of Calculated Insights can be added as additional attributes in an activation? (Choose 1)

Options:

A- Metrics & Dimensions

B- Metrics

C- Dimensions

D- Filters

Answer:

A

Question 7

Which are the following actions can be applied to a previously created segment? (Choose 3)

Options:

A- Deactivate

B- Copy

C- Reactivate

D- Delete

E- Export

Answer:

A, B, D

Question 8

A retail customer wants to bring customer data from different source and wants to take advantages of identity resolution so that it can be used in segmentation which object should be used for activation member?

Options:

A- Subscriber

B- Unified Individual

C- Contact

D- Individual

Answer:

B

Question 9

How does Identity Resolution select attributes for Unified individuals when there is ---attribute----(Choose 1)

Options:

A- Leverage Match Rules

B- Leverage Reconciliation Rules

C- Create additional Rule Sets

D- Create additional Contact Points

Answer:

B

Question 10

Question Type: **MultipleChoice**

Which CDP feature helps marketers calculate attributes like Customer Lifetime value and Customer Salesforce score (Choose 1)

Options:

A- Calculated Insights

B- Formula Field insights

C- Streaming Insights

D- Einstein Insights

Answer:

C