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## Question 1

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**Question Type:** MultipleChoice

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

### Options:

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

### Answer:

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C

## Question 2

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**Question Type:** MultipleChoice

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

**Options:**

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**A-** Data Unification

**B-** Data Mining

**C-** Data Cleansing

**Answer:**

---

A

## Question 3

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**Question Type: MultipleChoice**

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What must CDP admin user do first when setting up users in CDP?

**Options:**

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- A- Creates profile for each CDP user role
- B- Assign permission sets
- C- Configure Data Source
- D- Set up each use as admin

**Answer:**

---

A

## Question 4

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**Question Type:** MultipleChoice

---

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

**Options:**

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- A- Marketing specialist

- B- IT manager
- C- Marketing manager
- D- Data Aware Specialist

**Answer:**

---

C

## Question 5

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**Question Type:** MultipleChoice

---

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

**Options:**

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- 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 6

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**Question Type: MultipleChoice**

---

What configuration step has to be completed before marketing cloud activation?

**Options:**

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- A-** Assign Salesforce CDP activation permission set to the user
- B-** Enable segment publishing to marketing cloud
- C-** Allow audience creation from CDP in marketing cloud
- D-** Selects business units for activation

**Answer:**

---

D

## Question 7

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**Question Type:** MultipleChoice

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

### Options:

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- 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

### Answer:

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D

## Question 8

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**Question Type:** MultipleChoice

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

**Options:**

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- 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:**

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D

## Question 9

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**Question Type: MultipleChoice**

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



**Options:**

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

**Answer:**

---

C

## Question 10

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**Question Type:** MultipleChoice

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Which two features can be used to validate the data in the unified profile object? [Answer need confirmation]

**Options:**

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- A- Query API

- B- Data Explorer
- C- Segmentation
- D- Identity Reconciliation

**Answer:**

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B, D

## Question 11

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**Question Type:** MultipleChoice

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Which three types of data can Identity Resolution combine into a unified Profile?

**Options:**

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- A- Corporate Performance
- B- Behavioral
- C- Transactional
- D- Product

**E-** Profile

**Answer:**

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B, C, E

## Question 12

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**Question Type: MultipleChoice**

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In addition to email, which three attributes are available on the interface of ....

(3rd answer Doubt between Address and Government ID)

**Options:**

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**A-** Social Handle

**B-** Government ID

**C-** First and Last Name

**D-** Phone Number

E- Address

**Answer:**

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C, D

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