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Question 1

Question Type: MultipleChoice

What is the result of a segmentation criteria filtering on City | Is Equal To | 'San Jos'?

Options:

- A- Cities containing San Jos, San Jose only
- B- Cities containing San Jos, san jos only
- C- Cities containing San Jos, San Jose, san jos, san jose
- D- Cities containing San Jos, san jose only

Answer:

B

Question 2

Question Type: MultipleChoice

Which two options are available for setting up a publishing schedule in segmentation?

Options:

- A- Data Stream schedule
- B- Manual
- C- Automated every 12 or 24 hours
- D- Einstein Insights

Answer:

B, C

Question 3

Question Type: MultipleChoice

What is a key driver of value for Salesforce CDP?

Options:

- A- The ability to enable integrations via api's between different systems within an organization
- B- The ability to sell customer data
- C- The ability to merge customer information from various systems to create a single view of the customer
- D- The ability to enable seamless customer transactions

Answer:

C

Question 4

Question Type: MultipleChoice

Which two interaction studio features are updated with activation from salesforce CDP?

Options:

- A- Segments

- B- Promotions
- C- Profile attributes
- D- Event data

Answer:

C, D

Question 5

Question Type: MultipleChoice

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

Options:

- A- 1000
- B- No max limit
- C- 4999
- D- 9999

Answer:

C

Question 6

Question Type: MultipleChoice

What salesforce CDP API enables simultaneous retrieve of customer profile details and computed insights?

Options:

A- Calculated insights api

B- Profile api

C- Query api

D- Metadata api

Answer:

B

Question 7

Question Type: MultipleChoice

What three actions execute when identity resolution configuration is deleted?

Options:

- A- Eliminate dependencies on data models objects
- B- Reset all settings in identity resolution
- C- Delete all custom data model objects
- D- Remove all unified customer data
- E- Remove all source profile data

Answer:

A, B, D

Question 8

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Question 9

Question Type: MultipleChoice

Which two frequency options are available when ingesting Marketing Cloud Data Extensions?

Options:

A- 15 minutes

B- 24 hours

C- 60 minutes

D- 12 hours

Answer:

B, C, D

Question 10

Question Type: MultipleChoice

Which formula function should a data specialist use to create a composite key when a primary key is not available?

Options:

A- COALESCE

B- CONCAT

C- UUID

D- SUBSTITUTE

Answer:

B

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