

Free Questions for Customer-Data-Platform by ebraindumps

Shared by Park on 29-01-2024

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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:

В

Question 2

Question Type: MultipleChoice

Which two options are available for setting up a publishing schedule in segmentation?				
Options:	_			
A- Data Stream schedule				
3- Manual				
C- Automated every 12 or 24 hours				
D- Einstein Insights				

Question 3

Answer:

B, C

Question Type: MultipleChoice

What is a key driver of value for Salesforce CDP?

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- 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:

 \mathbf{C}

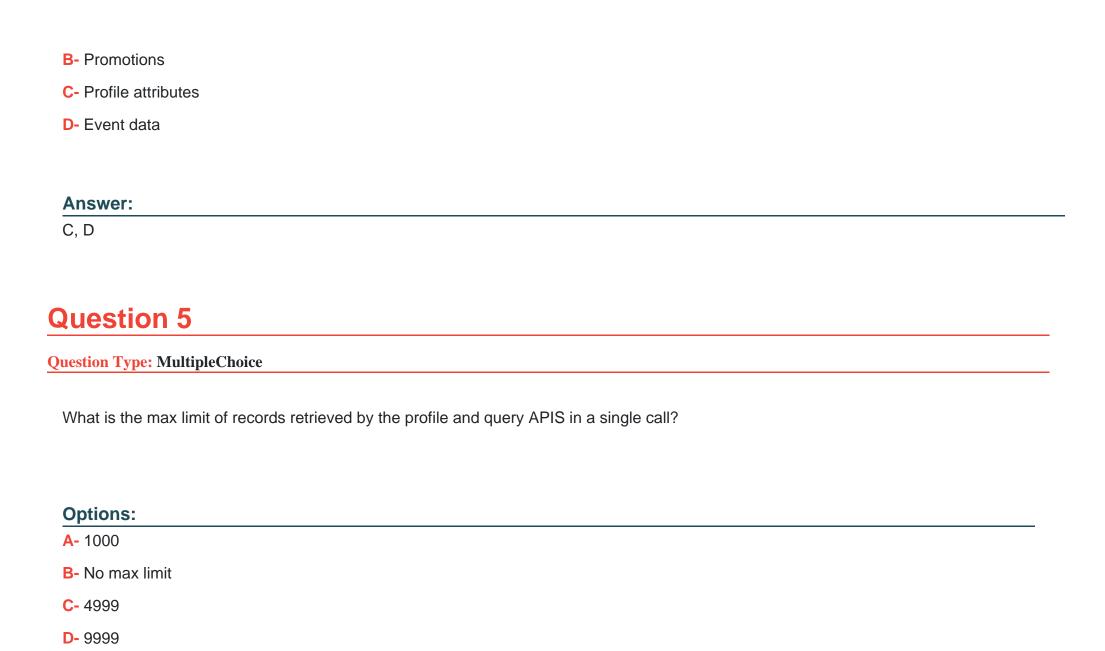
Question 4

Question Type: MultipleChoice

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

Options:

A- Segments



Answer:
С
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:

В

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:

В

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