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## Question 1

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**Question Type:** MultipleChoice

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What should a Marketer do first when implementing Salesforce CDP?

**Options:**

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- A- Manage Consent
- B- Identify Data Sources
- C- Obtain Cross-organizational buy-in
- D- Identify Activation Targets

**Answer:**

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B

## Question 2

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**Question Type:** MultipleChoice

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

**Options:**

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

**Answer:**

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A, C

## Question 3

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**Question Type: MultipleChoice**

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

**Options:**

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

**Answer:**

---

C

## Question 4

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**Question Type: MultipleChoice**

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

**Options:**

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

**Answer:**

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C

## Question 5

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**Question Type:** MultipleChoice

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Which operator can be used to find individuals whose loyalty is gold, platinum or higher?

**Options:**

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A- Is In

**B-** Is between

**C-** Is less than or equal to

**D-** Is greater than

**Answer:**

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A

## Question 6

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**Question Type:** MultipleChoice

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Salesforce CDP creates automations in SFMC automation studio to support data

ingestion. Under which all these automations be created?

**Options:**

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**A-** All business unites (BUs) in the Account used for sending

**B-** All selected business unites (BUs) during mapping

**C-** Top-level (ENT) business unit only

**D-** All business units (BUs) in the Account including Top-Level (ENT) business unit

**Answer:**

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D

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