

Salesforce.Customer-Data-Platform.v2022-08-06.q38

Exam Code:	Customer-Data-Platform
Exam Name:	Salesforce Customer Data Platform
Certification Provider:	Salesforce
Free Question Number:	38
Version:	v2022-08-06
# of views:	1517
# of Questions views:	380
https://www.freeqas.com/qa/Salesforce/Customer-Data-Platform/Salesforce.Customer-Data-Platform.v2022-08-06.q38.html	

NEW QUESTION: 1

What are the two benefits of using Calculated Insights compared to Segmentation Criteria?

- A. Performs complex queries across multiple objects.
- B. Simple logic on row-based operations
- C. It creates reusable content
- D. Friendly drag & drop interface

Answer: (SHOW ANSWER)

NEW QUESTION: 2

Where are activated segments found in Marketing Cloud?

- A. Shared Data Extension
- B. Standard Data Extension
- C. Filtered Data Extensions
- D. Salesforce Data Extensions

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

Which Salesforce CDP use case drives acquisition of new customers based on first party data?

- A. Loyalty Segmentation
- B. Universal Suppression across known channels
- C. Post-purchase
- D. Prospective Look-a-Likes with paid media

Answer: D (LEAVE A REPLY)

NEW QUESTION: 4

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Inconsistent
- B. Immutable
- C. Mutable
- D. None of the above

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 5

What is the max limit of records can be retrieved by the Profile and Query API in a single call?

- A. No max limit
- B. 9999
- C. 4999
- D. 2000

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

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

(3rd answer Doubt between Address and Government ID)

- A. Phone Number
- B. Address
- C. Government ID
- D. Social Handle
- E. First and Last Name

Answer: A,E ([LEAVE A REPLY](#))

NEW QUESTION: 7

Which data bundle sources are available out of the box to create Data Streams from Marketing Cloud?

- A. Email and MobileConnect
- B. Email only
- C. Email, MobileConnect, MobilePush and GroupConnect
- D. Email, MobileConnect and MobilePush

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

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

- A. All Objects
- B. Unified Profile
- C. Calculated insights

D. Data Model Objects

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 9

How many Marketing Cloud instances, or Enterprise IDs can be connected to one Salesforce CDP org?

- A. One
- B. Two
- C. Three
- D. Four

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

Which two types of data can be ingested from Interaction Studio using the connector?

- A. User Profile
- B. Product Catalog
- C. Behavioral Events
- D. Segment Membership

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 11

Which of these three CRM objects do reconciliation rules operate across?

- A. Contact Point Email
- B. Party Identification
- C. Individual
- D. Contact
- E. Lead

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

Which of the following are characteristics of Formulas? (Choose 2)

- A. Highly reusable content
- B. Attribute updated regularly
- C. Ease of use, self-service
- D. Simple logic on a row-based operation

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

Data from which object will be deleted when processing a Data Deletion or Right to be forgotten request

- A. Individual and all related entities in data model

- B. Individual, all related entities in data model and mapped data streams
- C. Unified individual and all related entities in data model
- D. Unified individual, all related entities in data model and mapped data streams

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 14

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

- A. Transactional
- B. Behavioral
- C. Profile
- D. Product
- E. Corporate Performance

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 15

Which data model in Salesforce CDP defines the future revenue or quantity for an opportunity of the product family?

- A. Product
- B. Engagement
- C. Party
- D. Sales Order

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 16

A purchase order number is specified as text field typeE. What value will segmenting on Purchase order number | is equal to | 0122 return?

- A. Purchase order number 122
- B. Purchase order number 0122 and 122
- C. Purchase order number 0122
- D. Purchase order number NULL

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 17

What happens if no file name is specified in AWS S3 data stream during ingestion?

- A. The ingestion setup can't be completed without specifying the filename.
- B. The system chooses the first file found in the S3 bucket
- C. The ingestion setup is completed but the data stream shows 0 records
- D. The system does not fetch any file and the data stream shows an error.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 18

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model Object
- B. A data stream attribute is used in Segmentation
- C. A data stream attribute is used in Activation
- D. A data stream attribute is used in Calculated Insights

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 19

Which two files are activated to Cloud file storage to publish segment?

- A. A file that contains security credential
- B. A file that contains calculated insights
- C. A file that contains the segment definition
- D. A file that contains the segment members with additional attributes

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 20

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

- A. Set preferred attribute names when configuring activation target
- B. Update attributes names in the data stream configuration
- C. Set preferred attribute names when configuring activation
- D. Update field names in data model

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 21

What is the maximum number of filter criteria a segment can have?

- A. 99
- B. 500
- C. 50

D. 10

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 22

Which configuration supports separate AWS S3 buckets for data ingestion and activation?

- A. Dedicated S3 data source configuration in Activation Setup
- B. Separate user credentials for data stream and activation
- C. Dedicated S3 data source configuration in CDP Setup
- D. Separate user credentials for data stream and activation target

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 23

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

Which two CRM objects are included in both Sales and Service Cloud Data Bundle?

- A. Contact
- B. Account
- C. Campaign Member
- D. Opportunity

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 25

What programming language is used to configure Calculated Insights

- A. Python
- B. DCL
- C. SOQL
- D. ANSI SOQL

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 26

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

- A. Set up each user as admin
- B. Configure Data Source
- C. Creates profile for each CDP user role

D. Assign permission sets

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

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

- A. Read object permission enabled in Source CRM Org
- B. View All object permission enabled in Source CRM org
- C. Modify all object permission enabled in CDP org
- D. Create object permission enabled in CDP org

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 28

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

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 29

Which authentication type is supported for Cloud File storage activation target?

- A. Using JWT token
- B. Using encrypted username and password
- C. Using private key certificate
- D. Using access and secret keys

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 30

What are the two steps of data ingestion in Salesforce CDP?

- A. Establish a connection with the source data via REST API
- B. Map ingested data to data model with consistent semantics.
- C. Map ingested data to existing ingested data objects.
- D. Preserve data per source schema with ingestion to data lake.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 31

In Salesforce CRM, the customer has a custom 'Customer_Email__c' object related to standard 'Contact' object. Which CDP data model object do you map it to?

- A. Custom 'Customer_Email' object
- B. Individual

C. Contact Point Email

D. Contact

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 32

Which function does the Copy SOQL button perform in Data Explorer?

A. Copy SOQL for any formula fields in that object

B. Copy SOQL for data export from Salesforce CDP

C. Copy SOQL for the current data view to clipboard

D. Copy SOQL for the current data view to clipboard and export

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 33

Which data type is collected by a company that does not have any direct relationship with the customer?

A. First party data

B. Partner data

C. Third party data

D. Second party data

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 34

When can the data types be changed during ingestion?

A. After the DSO is created

B. Data type can never be changed

C. Before DSO is created

D. Data type can be changed at any time

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 35

Which two dependencies need to be removed prior to disconnecting a data source?

- A. Data Stream
- B. Activation Target
- C. Activation
- D. Segment

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 36

Which two Interaction Studio features are updated with activation from Salesforce CDP?

- A. Segments
- B. Promotions
- C. Event Data
- D. Profile Attributes

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

What is the result of a segment using two separate containers linked by an AND:

SalesOrder.PurchasedItem = 'Yellow' AND SalesOrder.PurchasedItem = 'Belt'?

- A. Customer who purchased 'Yellow Belt' as a single product on the purchase.
- B. Customer who purchased only 'Yellow Belt' items on the purchase.
- C. Customer who purchased 'Yellow Belt', or any 'yellow' item, or any 'belt' items on the purchase
- D. Customer who purchased any yellow product and also purchased belt of any color.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 38

How many Salesforce orgs can an administrator connect to Salesforce CDP?

- A. 10
- B. 1
- C. 2
- D. No hard limit

Answer: D ([LEAVE A REPLY](#))

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