

100% Money Back
Guarantee

Vendor:Salesforce

Exam Code:CUSTOMER-DATA-PLATFORM

Exam Name:Salesforce Customer Data Platform
(CDP)

Version:Demo

QUESTION 1

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

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

Correct Answer: C

QUESTION 2

Which of the following objects or fields are supported for ingestion using the Salesforce CRM connect?

- A. Standard Big Objects
- B. Standard Objects
- C. Custom Big Objects
- D. Classic Encrypted Fields
- E. Custom Objects

Correct Answer: BDE

QUESTION 3

What are the two distinct phases of data management in CDP?

- A. Data Ingestion
- B. Data Actions
- C. Data Modeling
- D. Data Activation

Correct Answer: AC

QUESTION 4

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

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

Correct Answer: AC

QUESTION 5

Where does Data Specialist enable value suggestion on an attribute for segmentation?

- A. Segment Setup
- B. Data Mapping (accurate)
- C. Data Modeling
- D. Data Stream Setup (it can be also answer. HELP doc)

Correct Answer: B

QUESTION 6

In which two areas can an administrator verify a segment publishing status?

- A. In segment Publish Summary dashboard
- B. In Segment Publish History report
- C. In Publish History related list of Activation record
- D. In Publish History related list of Segment record

Correct Answer: CD

QUESTION 7

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 the current data view to clipboard and export
- C. Copy SOQL for data export from Salesforce CDP
- D. Copy SOQL for the current data view to clipboard

Correct Answer: B

QUESTION 8

What is the result of a segment using two separate containers linked by an AND SalesOrder.Purchaseditem Is Equal To `red` AND Salesorder.PurchasedItem Is Equal To `shoes`?

- A. Customers who purchased any red product and also purchased shoes of any color
- B. Customers who purchased "red shoes", or any `red` item, or any `shoes` item in the purchase
- C. Customer who purchased "red shoes" as a single product on the purchase
- D. Customers who purchased only `red shoes` items on the purchase

Correct Answer: A

QUESTION 9

Which field in the recommended source schema is not editable?

- A. Field Label
- B. Field API Name
- C. Header Label
- D. Data Type

Correct Answer: C

QUESTION 10

What is a Customer Data Platform?

- A. A platform where end users can see data collected about themselves
- B. A platform to buy and sell advertising data
- C. A social media platform
- D. A platform that collects and stores data about customers

Correct Answer: D

QUESTION 11

Which datatype is not supported in Salesforce CDP?

- A. Date
- B. Boolean
- C. Text
- D. Number

Correct Answer: B

QUESTION 12

Which CDP feature helps marketers calculate attributes like Customer Lifetime value and Customer Salesforce score?

- A. Calculated Insights
- B. Formula Field insights
- C. Streaming Insights
- D. Einstein Insights

Correct Answer: C