

CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What are 2 options to stop a segment from publishing?

- A. Disable
- B. Skip
- C. Unpublish
- D. Delete

Correct Answer: D

QUESTION 2

Which two features are impacted by the Time zone setting in CDP instance?

- A. Ingestion Schedule
- B. Activation Schedule
- C. Identity Resolution publish schedule
- D. Segmentation schedule

Correct Answer: BD

QUESTION 3

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

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

Correct Answer: BCE

QUESTION 4

Which two features can be used to validate the data in the unified profile object?

- A. Query API
- B. Data Explorer
- C. Segmentation
- D. Identity Reconciliation

Correct Answer: AB

QUESTION 5

Which feature determines the attribute value in the file when activating on the Unified Individual?

- A. Einstein Activation
- B. Reconciliation Rules
- C. Data Stream Sequence
- D. Random Selection

Correct Answer: B

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