CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

A banking customer wants bring banking data to calculate customer lifetime value using calculated insights. What is the correct data flow in CDP to create this insight to use in segmentation?

A. Create new Calculated Insights(CI) -> Map Data Stream(DSO) to CI -> Use CI in segments

B. Create new Data Stream (DSO) -> Create Calculated Insights(CI) -> Use CI in segments

C. Create Segment -> Create Calculated Insights(CI) -> Create new Data Stream (DSO) -> Use CI in segments

D. Create new Data Stream (DSO) -> Map Data Stream Object (DMO) -> Create Calculated Insights(CI) -> Use CI in segments

Correct Answer: D

QUESTION 2

What is the recommendation for activation when multiple data sources are brought into CDP?

A. Activate on Individual

B. Do not use Identity Resolution

C. Use Identity Resolution and activate on Unified Individual

D. Activate based on source identifiers

Correct Answer: C

QUESTION 3

Which data model entity do you map the Name field from Salesforce CRM Contact object?

A. Account

B. Contact

C. Party Identifier

D. Individual

Correct Answer: D

QUESTION 4

What are the two options for the publishing schedule of segments?

A. Don\\'t Refresh

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B. Data Stream schedule

C. 12 or 24 hrs

D. Activation schedule

Correct Answer: AC

QUESTION 5

What is the correct formula to display the value of the raw data column of "Revenue" plus a 5% margin?

A. SELECT([`Revenue\\'] *1.05)

B. SELECT([`revenue\\'] *1.05)

C. sourceField([`Revenue\\'] *1.05)

D. sourceField([`revenue\\'] *1.05)

Correct Answer: C

QUESTION 6

When using the Cloud Storage data stream ingestion where does Salesforce CDP ingest from?

A. Customer provided S3 bucket

B. Salesforce provided S3 bucket

C. Salesforce Information Model

D. Any external cloud storage with a restful API

Correct Answer: A

QUESTION 7

Records from which object can be retrieved via the Salesforce CDP Query API?

A. Segment membership

B. Segment metadata

C. Data Stream metadata

D. (...) data model

Correct Answer: D

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QUESTION 8

Which three Object types are available under Data Explorer?

A. Data Source Object

B. Data Model Object

C. Segment Objects

D. Data Extensions

E. Calculated Insights

Correct Answer: ABE

QUESTION 9

How does Identity Resolution select attributes for Unified individuals when there is --- attribute----?

A. Leverage Match Rules

B. Leverage Reconciliation Rules

C. Create additional Rule Sets

D. Create additional Contact Points

Correct Answer: B

QUESTION 10

How does a CDP help reduce advertising costs?

A. By targeting customers efficiently in their preferred channel

B. By reducing the manual process from media buying

C. By increasing the transparency of media spend

D. By helping marketers understand the price of media

Correct Answer: A

QUESTION 11

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

A. Is In

B. Is between

C. Is less than or equal to

D. Is greater than

Correct Answer: A

QUESTION 12

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 13

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

A. A file that contains security credential

B. A file that contains the segment defination

C. A file that contains the segment members with additional attributes

D. A file that contains calculated insights

Correct Answer: BC

QUESTION 14

Activation Target auto configured after connected with the platform

A. SFMC

B. S3 Bucket

C. Personalization through Interaction Studio

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D. Commerce Cloud

Correct Answer: AB

QUESTION 15

How does Salesforce CDP ... Restriction of Processing request in segmentation?

A. Restricts data processing when saving the segment

B. Restricts all data processing for individual and unified individual profiles within 24 hours

C. Restricts all data processing on all entities

D. Restricts data processing during activation32

Correct Answer: B

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