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Salesforce Customer Data Platform (CDP)

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QUESTION 1

What is the cardinality between individual and contact point objects?

A. One to one

B. Many to one

C. Many to many

D. One to many

Correct Answer: D

QUESTION 2

What data model object category can a marketer create segments on?

A. Unified Individual Only

B. Engagement

C. Profile

D. Other

Correct Answer: C

QUESTION 3

When setting up the data source object or schema for data ingestion what are the three options available in CDP?

A. Other Data

B. Engagement Data

C. Order Data

D. Profile Data

E. Event Data

Correct Answer: ABD

QUESTION 4

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 5

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