

CUSTOMER-DATA-PLATFORM^{Q&As}

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QUESTION 1

What is the different between direct and related attributes?

- A. Direct attributes have one to one relationship while Related attributes are one to many relationships
- B. Direct attributes have one to many relationships while Related attributes are one to one relationship
- C. Direct Attributes are Text based only and Related Attributes are Date and Number based
- D. Direct attributes are attributes on the individual and related attributes are attributes on the unified individual

Correct Answer: A

QUESTION 2

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

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

Correct Answer: C

QUESTION 3

Which of the following cannot be used in Segmentation? (Choose 2)

- A. Numeric Measures
- B. Text Measures
- C. Aggregate Functions
- D. Date Time Measures

Correct Answer: BD

QUESTION 4

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text

C. Numeric

D. Boolean

Correct Answer: C

QUESTION 5

A marketer wants to segment its audience by qualifying the lifetime value of the customer-- ---be created to support this use case in segmentation? (1 Answer)

A. Streaming Insight

B. Profile Insight

C. Calculated Insight

D. Commerce Insight

Correct Answer: C

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