

CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What programming language is used to configure Calculated Insights?

- A. Python
- B. DCL
- C. SOQL
- D. ANSI SOQL

Correct Answer: D

QUESTION 2

What must CDP admin user do first when setting up users in CDP?

- A. Creates profile for each CDP user role
- B. Assign permission sets
- C. Configure Data Source
- D. Set up each user as admin

Correct Answer: A

QUESTION 3

What is the Salesforce CRM connector full refresh frequency for data streams?

- A. One time only
- B. Weekly
- C. Daily
- D. Hourly

Correct Answer: B

QUESTION 4

What is the relationship between Individual and Contact Point Objects?

- A. 1:1

- B. 1: Many
- C. Many: Many
- D. None of the above

Correct Answer: B

QUESTION 5

A marketer wants to segment it's 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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