

# CUSTOMER-DATA-PLATFORM<sup>Q&As</sup>

Salesforce Customer Data Platform (CDP)

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## QUESTION 1

In addition to Unified Individual Object, what other object does Salesforce CDP automatically create and manage during the Identity Resolution process?

- A. Unified Lead Objects
- B. Unified Contact Point Objects
- C. Unified Order Objects
- D. Unified Product Objects

Correct Answer: B

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## QUESTION 2

In which two ways can a marketer include campaign name from an external system into the segment?

- A. Include campaign code in segment name
- B. Include campaign code in activation name
- C. Include campaign code in activation description
- D. Include campaign code in filename specification

Correct Answer: AB

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## QUESTION 3

How can a marketer change attribute names to match personalization in an activation target?

- A. Set preferred attribute names when configuring activation
- B. Update attribute names in the data stream configuration
- C. Set preferred attribute names when configuring activation target
- D. Update field names in the data model

Correct Answer: A

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## QUESTION 4

Data from which object will be deleted when processing a Data Deletion or Right to be forgotten request.

- A. Individual and all related entities in data model
- B. Individual, all related entities in data model and mapped data streams
- C. Unified individual, all related entities in data model and mapped data streams
- D. Unified individual and all related entities in data model

Correct Answer: D

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## QUESTION 5

Marketing Cloud Customer Data Platform creates a setup automations-----support data transfer between the two products by default----Bundle

- A. All Business Units in the Marketing Cloud Account with Email Activity
- B. All Business Units in the Marketing Cloud Account
- C. All Business Units in the Marketing Cloud Account for which connected CDP
- D. Top level (Enterprise) Business Unit in the Marketing Cloud Account

Correct Answer: C

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