

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

Salesforce Customer Data Platform (CDP)

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## QUESTION 1

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

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## QUESTION 2

How should Data Subject Rights request be submitted to Salesforce CDP?

- A. Using a dedicated field in data stream
- B. Using Consent API
- C. Using dedicated data stream
- D. Using Data Explorer

Correct Answer: B

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## QUESTION 3

Which user role manages the data model and creates Identity Resolution rulesets for unified profiles?

- A. Admin
- B. Marketing Specialist
- C. Data Aware Specialist
- D. Marketing Manager

Correct Answer: C

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## QUESTION 4

How does a Marketer take advantage of identity Resolution in segmentation?

- A. Segment on Unified Individual
- B. Segment on Account
- C. Segment on Contact Point Email
- D. Segment on Individual

Correct Answer: A

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## QUESTION 5

Where is value suggestion for attributes in segmentation enabled?

- A. Data Stream Setup
- B. Data Modeling
- C. Data Mapping
- D. Segment Setup

Correct Answer: A

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## QUESTION 6

Which archive formats are supported by Salesforce CDP? (Choose 2)

- A. CSV
- B. GZ
- C. TSV
- D. ZIP

Correct Answer: BD

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## QUESTION 7

What are two root causes to why companies face fragmented data issues ?

- A. Department silos
- B. Employees working from home
- C. Misaligned business goals
- D. No eCommerce websites

Correct Answer: AC

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## QUESTION 8

What can cause a published schedule to be skipped?

- A. Segment criteria is not correct
- B. Activation schedule is paused
- C. Segment has 0 records
- D. Too many schedules at same time

Correct Answer: D

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## QUESTION 9

Which operator can be used to check if an attribute value is blank?

- A. Is Not Null
- B. Has No Value
- C. Is Null
- D. Is Empty

Correct Answer: B

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## QUESTION 10

How often does subscriber data from Marketing Cloud Bundles refresh?

- A. Every 12 hours
- B. Every 15 mins
- C. Hourly
- D. Daily

Correct Answer: C

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## QUESTION 11

What type of data is the information a company collects directly from their audience or customers and brings into CDP?

- A. Partner Data

B. Second Party Data

C. First Party Data

D. Third Party Data

Correct Answer: C

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## QUESTION 12

Options to load company's external customer management data in nearly real time

A. CRM connector

B. Bulk load through S3 bucket

C. Ingestion API

D. MuleSoft Connector

E. Custom Connector

Correct Answer: BC

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## QUESTION 13

What three actions execute when identity resolution configuration is deleted?

A. Eliminate dependencies on data models objects

B. Reset all settings in identity resolution

C. Delete all custom data model objects

D. Remove all unified customer data

E. Remove all source profile data

Correct Answer: ABD

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## QUESTION 14

What is a key driver of value for Salesforce CDP?

A. The ability to enable integrations via api's between different systems within an organization

B. The ability to sell customer data

C. The ability to merge customer information from various systems to create a single view of the customer

D. The ability to enable seamless customer transactions

Correct Answer: C

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## QUESTION 15

A developer wants to create a segment for a birthday campaign which is refreshed every day and activated. Which operator should he use?

- A. Is Birthday
- B. Is This Year
- C. Is Anniversary Of
- D. Is Between

Correct Answer: C

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