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QUESTION 1

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

QUESTION 2

The purchase order number field is specified as text. What value will be segmenting on retrieve?

A. Purchase order number will be NULL

B. Purchase order number 852

C. Purchase order number 0852

D. Purchase order number 852 and 0852

Correct Answer: C

QUESTION 3

What is the correct formula to display the value of the raw data column of "Revenue" plus a 5% margin?

A. SELECT([`Revenue\\'] *1.05)

B. SELECT([`revenue\\'] *1.05)

C. sourceField([`Revenue\\'] *1.05)

D. sourceField([`revenue\\'] *1.05)

Correct Answer: C

QUESTION 4

What feature is used in Segmentation to create relationships between the Related attributes?

A. Containers

B. Database Expression Operators

C. Attribute Library

D. Streaming Insights

Correct Answer: B

QUESTION 5

What type of Calculated Insights can be added as additional attributes in an activation?

A. Metrics and Dimensions

B. Metrics

C. Dimensions

D. Filters

Correct Answer: A

QUESTION 6

What modeling format describe the Individual and Contact Point objects?

A. Jagged

B. Normalized

C. Compress

D. De-Normalized

Correct Answer: B

QUESTION 7

Which of the fields is non-editable during data ingestion?

A. Field label

B. Header label

C. Field API name

D. Data Type

Correct Answer: B

QUESTION 8

Which data type is collected by a company that does not have any direct relationship with the customer?

A. Partner data

B. First party data

C. Second party data

D. Third party data

Correct Answer: D

QUESTION 9

How do the Data streams that use the Marketing Cloud Connector refresh data?

A. Manually refreshed by CDP Admin

B. Marketing Cloud\\'s Automation Studio handles this process.

C. APIs are used for refresh

D. None of the above

Correct Answer: B

QUESTION 10

Which feature determines the attribute value in the file when activating on the Unified Individual?

A. Einstein Activation

B. Reconciliation Rules

C. Data Stream Sequence

D. Random Selection

Correct Answer: B

QUESTION 11

What salesforce CDP API enables simultaneous retrieve of customer profile details and computed insights?

A. Calculated insights api

B. Profile api

C. Query api

D. Metadata api

Correct Answer: B

QUESTION 12

What is the maximum number of filter criteria a segment can have?

A. 10

B. 50

C. 500

D. 99

Correct Answer: B

QUESTION 13

Which operator can be used to create a segment for a birthday campaign that is evaluated daily?

A. Is Birthday

B. Is this Year

C. Is Anniversary Of

D. Is between

Correct Answer: C

QUESTION 14

What permission setting should an admin check if the custom CRM object is not accessible from CDP?

A. Create object permission enabled in CDP org

B. Read object permission enabled in Source CRM Org

C. Modify all object permission enabled in CDP org

D. View All object permission enabled in Source CRM org

Correct Answer: D

QUESTION 15

How should an admin view past processing for resolution rules in Identity Resoultion?

A. Run History

B. Audit History list view

C. View processing Audit Trail

D. Click on view history

Correct Answer: D

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