

2024 Updated Salesforce Customer-Data-Platform Certification Study Guide Pass Customer-Data-Platform Fast [Q61-Q84]



2024 Updated Salesforce Customer-Data-Platform Certification Study Guide Pass Customer-Data-Platform Fast Customer-Data-Platform Dumps PDF 2024 Program Your Preparation EXAM SUCCESS NEW QUESTION 61

How many Salesforce orgs can an administrator connect to Salesforce CDP?

- * 1
- * 2
- * 10
- * No hard limit

NEW QUESTION 62

Which two options are available for automated batch publish and activation?

- * 2 1 hour
- * 24 hours
- * 15 minutes
- * 12 hours

NEW QUESTION 63

How does Salesforce CDP Restriction of Processing request in segmentation?

- * Restricts data processing when saving the segment
- * Restricts all data processing for individual and unified individual profiles within 24 hours
- * Restricts all data processing on all entities
- * Restricts data processing during activation

NEW QUESTION 64

Which two permission sets will allow users to access Salesforce CDP Data Explorer?

- * Salesforce CDP admin
- * Salesforce CDP Marketing Manager
- * Salesforce CDP Marketing Specialist
- * Salesforce CDP Data Aware Specialist

NEW QUESTION 65

Where do you define the location where you want to use your segment?

- * Activation Target
- * Calculated Insights
- * Segment
- * Activation

NEW QUESTION 66

Which permission set needs to be added to the Salesforce CRM object to be available in Salesforce CDP?

- * Salesforce CDP external connector
- * Salesforce External Integration
- * Salesforce CDP Salesforce Connector Integration
- * Salesforce External Connector

NEW QUESTION 67

Which data attributes can be included in activation to a Marketing Cloud Data Extension?

- * Direct attributes of the entity being activated on
- * Any Data Model Objects field
- * Attributes used in Segment filter rule definition
- * Any Data Stream or Data Source Object's field

NEW QUESTION 68

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

- * `SELECT([Revenue] *1.05)`
- * `SELECT([revenue] *1.05)`
- * `sourceField([Revenue] *1.05)`
- * `sourceField([revenue] *1.05)`

NEW QUESTION 69

Which configuration supports separate AWS S3 buckets for data ingestion and activation?

- * Separate user credentials for data stream and activation
- * Dedicated S3 data source configuration in CDP Setup
- * Separate user credentials for data stream and activation target
- * Dedicated S3 data source configuration in Activation Setup

NEW QUESTION 70

What is the process called of Cleaning, Deduplicating, Merging data into a single ID?

- * Data Unification
- * Data Mining
- * Data Cleansing

NEW QUESTION 71

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

- * Using a dedicated field in data stream
- * Using Consent API
- * Using dedicated data stream
- * Using Data Explorer

NEW QUESTION 72

Which dependencies need to be removed before a data stream can be deleted?

- * Data Model
- * Segmentation
- * Calculated Insights
- * Activation

NEW QUESTION 73

How often does subscriber data from Marketing Cloud Bundles refresh?

- * Every 12 hours
- * Every 15 mins
- * Hourly
- * Daily

NEW QUESTION 74

Which two options are available when configuring a segment publish schedule?

- * Manual refresh
- * Don't refresh
- * Hourly
- * 24 hours

NEW QUESTION 75

What does the ignore empty value option do in Identity Resolution?

- * Ignores empty reconciliation rules
- * Replaces the value with a null

- * Ignores empty fields when running reconciliation
- * Modified the value in the field with a predefined value

NEW QUESTION 76

How does Identity Resolution select attributes for Unified individuals when there is —attribute—-(Choose 1)

- * Leverage Match Rules
- * Leverage Reconciliation Rules
- * Create additional Rule Sets
- * Create additional Contact Points

NEW QUESTION 77

Which of the following objects or fields are supported for ingestion using the Salesforce CRM connect

- * Standard Big Objects
- * Standard Objects
- * Custom Big Objects
- * Classic Encrypted Fields
- * Custom Objects

NEW QUESTION 78

Which of the following are correct connection options for Marketing and CRM connector in CDP (Choose 2)

- * Multiple CRM Orgs & One Marketing Cloud Enterprise Account to same CDP org.
- * One CRM Org & One Marketing Cloud Enterprise Account to the same CDP org
- * Multiple CRM Orgs & Multiple Marketing Cloud Enterprise Accounts the same CDP Org
- * One CRM Org & Multiple Marketing Cloud Enterprise Account to the same CDP Orgm

NEW QUESTION 79

Where does Data Specialist enable value suggestion on an attribute for segmentation?

- * Segment Setup
- * Data Mapping (accurate)
- * Data Modeling
- * Data Stream Setup (it can be also answer. HELP doc)

NEW QUESTION 80

Where do calculated insights appear in the segmentation attribute library?

- * They always appear in Direct Attributes
- * They always appear in Related Attributes
- * They appear under the objects that were used to create them
- * They appear under Profile type objects

NEW QUESTION 81

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

- * Using API
- * Using Data Explorer
- * Using the edit Data Stream feature

- * Using a new source file

NEW QUESTION 82

Which two files are activated to Cloud file storage to publish segment?

- * A file that contains security credential
- * A file that contains the segment definition
- * A file that contains the segment members with additional attributes
- * A file that contains calculated insights

NEW QUESTION 83

What is the purpose of Identity Resolutions?

- * Increase the size of your mailable customer list
- * Perform data hygiene on large data set
- * Build a cohesive, omnichannel view of customers
- * Drive more revenue through ecommerce channels

NEW QUESTION 84

Records from which object can be retrieved via the Salesforce CDP Query API?

- * Segment membership
- * Segment metadata
- * Data Stream metadata
- * (;æ) data model

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