



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

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

- A. Standard Big Objects
- B. Standard Objects
- C. Custom Big Objects
- D. Classic Encrypted Fields
- E. Custom Objects

Correct Answer: BDE

QUESTION 2

How does an admin increase the consolidation rate for Identity Resolution?

- A. More matching rules to broaden the search for matches
- B. Merge all reconciliation rules to Source Sequence
- C. (...) the number of matching rules
- D. (...) the ignore Empty Value option

Correct Answer: A

QUESTION 3

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

QUESTION 4



How many calculated insights can be created per tenant?

- A. 5
- B. 10
- C. 50
- D. 100

Correct Answer: D

QUESTION 5

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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