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QUESTION 1

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

- A. Run History
- B. Audit History list view
- C. View processing Audit Trail
- D. Click on view history

Correct Answer: D

QUESTION 2

What type of data is collected by a company or entity that does not have a direct relationship with the visitor and customer?

- A. Partner Data
- B. First Party Data
- C. Third Party Data
- D. Second Party Data

Correct Answer: C

QUESTION 3

A marketer wants to segment its audience by qualifying the lifetime value of the customer-- ---be created to support this use case in segmentation? (1 Answer)

- A. Streaming Insight
- B. Profile Insight
- C. Calculated Insight
- D. Commerce Insight

Correct Answer: C

QUESTION 4

How can Customer Data Platform help marketers?



- A. Create a first-party data strategy that is not dependent on third party data
- B. Ingest and unify data from anywhere to reconcile customer identity
- C. Create cross channel marketing messages across Email, SMS, Push and other channel
- D. Manage social media data including interactions across all major social platforms

Correct Answer: AB

QUESTION 5

What is the first step in the two step process to ingest data from SFMC to Salesforce CDP?

- A. Extract marketing Cloud data to customer owned S3 bucket
- B. Extract Marketing cloud data to Salesforce owned SFTP
- C. Extract Marketing Cloud data to Salesforce owned S3 bucket
- D. Extract Marketing Cloud data to customer owned SFTP

Correct Answer: C

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