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QUESTION 1

Consolidation Rate

- A. 1 - (Total Unified Profiles/ DSO profile)
- B. 1 - (Total Unified Profiles/ DMO profile)
- C. 1 - (Total Unified Profiles/ Data Stream profile)

Correct Answer: A

QUESTION 2

Which two types of data can be ingested from Interaction Studio using the connector?

- A. Product Catalog
- B. Behavioral Events
- C. User Profile
- D. Segment Membership

Correct Answer: BC

QUESTION 3

What are two benefits Customer Data Platform provides a company in relation to managing customer data?

- A. Data Stewardship
- B. Unifying data silos
- C. Single source of truth
- D. Data Cleansing

Correct Answer: BC

QUESTION 4

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

- A. Direct attributes of the entity being activated on
- B. Any Data Model Objects field
- C. Attributes used in Segment filter rule definition



D. Any Data Stream or Data Source Object\\'s field

Correct Answer: A

QUESTION 5

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

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