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QUESTION 1

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 2

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text
- C. Numeric
- D. Boolean

Correct Answer: C

QUESTION 3

What configuration step has to be completed before marketing cloud activation?

- A. Assign Salesforce CDP activation permission set to the user
- B. Enable segment publishing to marketing cloud
- C. Allow audience creation from CDP in marketing cloud
- D. Selects business units for activation

Correct Answer: D

QUESTION 4

What programming language is used to configure Calculate Insights?

- A. Python
- B. SOQL



C. ANSI SOQL

D. DCL

Correct Answer: C

QUESTION 5

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

A. Using a dedicated field in data stream

B. Using Consent API

C. Using dedicated data stream

D. Using Data Explorer

Correct Answer: B

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