CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What is a key driver of value for Salesforce CDP?

A. The ability to enable integrations via api\\'s between different systems within an organization

B. The ability to sell customer data

C. The ability to merge customer information from various systems to create a single view of the customer

D. The ability to enable seamless customer transactions

Correct Answer: C

QUESTION 2

In addition to Unified Individual Object, what other object does Salesforce CDP automatically create and manage during the Identity Resolution process?

A. Unified Lead Objects

B. Unified Contact Point Objects

C. Unified Order Objects

D. Unified Product Objects

Correct Answer: B

QUESTION 3

Which two interaction studio features are updated with activation from salesforce CDP?

A. Segments

B. Promotions

C. Profile attributes

D. Event data

Correct Answer: CD

QUESTION 4

Which data model defines the complete set of experiences that customers go through when interacting with a company?

A. Party Data Model

B. Journey Data Model

C. Engagement Data Model

D. Case Data Model

Correct Answer: B

QUESTION 5

How many marketing cloud EIDs can be connected to Salesforce CDP?

A. 3

B. 5

C. 1

D. 2

Correct Answer: C