<u>Number</u>: Salesforce
<u>Passing Score</u>: 800
<u>Time Limit</u>: 120 min

VCEûp

Exam Code: Customer-Data-Platform
Exam Name: Customer-Data-Platform
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VCEûp

Exam A

QUESTION 1
Which data model type in Salesforce CDP defines interactions with party?

A. Sales Order
B. Transaction
C. Engagement
D. Individual

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 2
What modeling format describe the Individual and Contact Point objects?

A. Jagged
B. Normalized
C. Compress
D. De-Normalized

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 3
Which field in the recommended source schema is not editable?

A. Field Label
B. Field API Name
C. Header Label
D. Data Type

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 4
How many Salesforce orgs can an administrator connect to Salesforce CDP?

A. 1
B. 2
C. 10
D. No hard limit

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 5
Which Salesforce CDP use case merges customer information from various systems to create a single Id, a single record for a customer?

A. Audience Segmentation
B. Consent Management
C. Data Unification
D. Identity Resolution

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 6
What role in a company was Salesforce CDP designed for?

A. Developer
B. Marketer
C. Salesperson
D. Data Analyst

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 7
Which Salesforce CDP use case drives acquisition of new customers based on first party data?

A. Universal Suppression across known channels
B. Loyalty Segmentation
C. Prospective Look-a-Likes with paid media
D. Post-purchase

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 8
What are the two file type options for activation for Cloud Storage?

A. .json
B. .csv
C. .zip
D. .xls

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 9
Where are activated segments found in Marketing Cloud?

A. Filtered Data Extensions
B. Standard Data Extension
C. Shared Data Extension
D. Salesforce Data Extensions

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 10
Which two steps required when setting up a Marketing Cloud activation?

A. Set publish schedule
B. Choose an Activation Target
C. Set subscriber key field
D. Select the Email Contact Point

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 11
Which two files are activated to Cloud file storage to publish segment?

A. A file that contains security credential
B. A file that contains the segment defination
C. A file that contains the segment members with additional attributes
D. A file that contains calculated insights

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 12
What is the recommendation for activation when multiple data sources are brought into CDP?

A. Activate on Individual
B. Do not use Identity Resolution
C. Use Identity Resolution and activate on Unified Individual
D. Activate based on source identifiers

Correct Answer: C
Section: (none)

Explanation

Explanation/Reference:
Explanation:

QUESTION 13
Which operator can be used to check if an attribute value in blank?

A. Is Not Null
B. Has No Value
C. Is Null
D. Is Empty

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 14
Where do calculated insights appear in the segmentation attribute library?

A. They always appear in Direct Attributes
B. They always appear in Related Attributes
C. They appear under the objects that were used to create them
D. They appear under Profile type objects

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 15
Where does Data Specialist enable value suggestion on an attribute for segmentation?

A. Segment Setup
B. Data Mapping (accurate)
C. Data Modeling
D. Data Stream Setup (it can be also answer. HELP doc)

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 16
What are the two benefits of Calculate Insights compared to Segment criteria?

A. It creates simple logic on row-based operations
B. It creates reusable contents
C. Marketer friendly drag and drop interface
D. It performs complex queries on multiple objects

Correct Answer: BD

Explanation/Reference:
Explanation:

QUESTION 17
A purchase order number is specified as text field typE. What value will segmenting on Purchase order number | is equal to | 0122 return?

A. Purchase order number 122
B. Purchase order number 0122
C. Purchase order number 0122 and 122
D. Purchase order number NULL

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 18
What is the result of a segment using two separate containers linked by an AND:
SalesOrder.PurchasedItem = 'Yellow' AND SalesOrder.PurchasedItem = 'Belt'?

A. Customer who purchased only 'Yellow Belt' items on the purchase.
B. Customer who purchased any yellow product and also purchased belt of any color.
C. Customer who purchased 'Yellow Belt' as a single product on the purchase.
D. Customer who purchased 'Yellow Belt', or any 'yellow' item, or any 'belt' items on the purchase

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 19
What data model object category can a marketer create segments on?

A. Unified Individual Only
B. Engagement
C. Profile
D. Other

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 20
What programming language is used to configure Calculate Insights?

A. Python
B. SOQL
C. ANSI SOQL
D. DCL

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 21
How many Marketing Cloud instances, or Enterprise IDs can be connected to one Salesforce CDP org?

A. Two
B. Four
C. One
D. Three

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 22
Which two dependencies need to be removed prior to disconnecting a data source?

A. Activation Target
B. Data Stream
C. Segment
D. Activation

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 23
Which two CRM objects are included in both Sales and Service Cloud Data Bundle?

A. Campaign Member
B. Contact
C. Opportunity
D. Account

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 24
Which data bundle sources are available out of the box to create Data Streams from Marketing Cloud?

A. Email only
B. Email and MobileConnect
C. Email, MobileConnect and MobilePush

D. Email, MobileConnect, MobilePush and GroupConnect

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 25
Which two dependencies can prevent a Data Stream from being deleted?

A. A data stream attribute is mapped to a Data Model Object
B. A data stream attribute is used in Segmentation
C. A data stream attribute is used in Calculated Insights
D. A data stream attribute is used in Activation

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 26
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 27
What does the ignore empty value option do in Identity Resolution?

A. Ignores empty reconciliation rules
B. Replaces the value with a null
C. Ignores empty fields when running reconciliation
D. Modified the value in the field with a predefined value

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 28
What does the source sequence reconciliation rule do in Identity Resolution?

A. Source data from disparate systems across the enterprise.
B. Reconcile data by data that's most frequent across records.

C. Sort data sources in order of most to least preferred for inclusion in Unified Profile.

D. Includes data from sources where the data is alphanumerically sequenced.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 29
What is the purpose of Identity Resolutions?

A. Increase the size of your mailable customer list

B. Perform data hygiene on large data set

C. Build a cohesive, omnichannel view of customers

D. Drive more revenue through ecommerce channels

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 30
Which of these three CRM objects do reconciliation rules operate across?

A. Contact

B. Party Identification

C. Individual

D. Lead

E. Contact Point Email

Correct Answer: BCE
Section: (none)
Explanation

Explanation/Reference:
Explanation: