

# DUMPS ARENA

## Salesforce Customer Data Platform (CDP)

Salesforce Customer-Data-Platform

Version Demo

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**QUESTION NO: 1**

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

- A. Contact
- B. Party Identification
- C. Individual
- D. Lead
- E. Contact Point Email

**ANSWER: B C E**

**QUESTION NO: 2**

Which are the following actions can be applied to a previously created segment? (Choose 3)

- A. Deactivate
- B. Copy
- C. Reactivate
- D. Delete
- E. Export

**ANSWER: A B D**

**QUESTION NO: 3**

Which two options are available when configuring a segment publish schedule?

- A. Manual refresh
- B. Don't refresh
- C. Hourly
- D. 24 hours

**ANSWER: B D**

**QUESTION NO: 4**

Which two options are available for setting up a publishing schedule in segmentation?

- A. Data Stream schedule
- B. Manual
- C. Automated every 12 or 24 hours
- D. Einstein Insights

**ANSWER: B C**

**QUESTION NO: 5**

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

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

**ANSWER: C**

**QUESTION NO: 6**

Which field in the recommended source schema is not editable?

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

**ANSWER: C**

**QUESTION NO: 7**

How does a CDP help reduce advertising costs?

- A. By targeting customers efficiently in their preferred channel
- B. By reducing the manual process from media buying

- C. By increasing the transparency of media spend
- D. By helping marketers understand the price of media

**ANSWER: A**

#### **QUESTION NO: 8**

Which two features are impacted by the Time zone setting in CDP instance? [Corrected]

- A. Ingestion Schedule
- B. Activation Schedule
- C. Identity Resolution publish schedule
- D. Segmentation schedule

**ANSWER: B D**

#### **QUESTION NO: 9**

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

**ANSWER: B C**

#### **QUESTION NO: 10**

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- B. 1: Many
- C. Many: Many
- D. None of the above

**ANSWER: B**

**QUESTION NO: 11**

What is the first step to setup and configure a marketing cloud customer data platform instance?(1)

- A. Connect to the Marketing Cloud Account CDP is provisioned in
- B. Complete the Salesforce CDP provisioning process
- C. Connect to the Salesforce CRM Org CDP is provisioned in
- D. Enable Salesforce CDP Admin permission set to the Salesforce CRM Org
- E. CDP Admin has already configured the Salesforce CRM connector and setup data

**ANSWER: D**

**QUESTION NO: 12**

Which two features can be used to validate the data in the unified profile object? [Answer need confirmation]

- A. Query API
- B. Data Explorer
- C. Segmentation
- D. Identity Reconciliation

**ANSWER: A B**

**QUESTION NO: 13**

What should a Marketer do first when implementing Salesforce CDP?

- A. Manage Consent
- B. Identify Data Sources
- C. Obtain Cross-organizational buy-in
- D. Identify Activation Targets

**ANSWER: B**

**QUESTION NO: 14**

What can cause a published schedule to be skipped?

- A. Segment criteria is not correct

- B. Activation schedule is paused
- C. Segment has 0 records
- D. Too many schedules at same time

**ANSWER: D**

**QUESTION NO: 15**

Salesforce CDP create automations in Marketing Cloud Automation Studio to support data ingestion. Under which Business Unit(s) will these automations be created?

- A. All Business Unit (Bus) in the Account including Top-level (ENT) business unit
- B. All Business Units (Bus) in the account used for sending
- C. All selected business unit (Bus) during mapping
- D. Top-level (ENT) business unit only

**ANSWER: A**