ExamsLabs Customer-Data-Platform Dumps PDF - 100% Passing Guarantee [Q51-Q75]

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Customer-Data-Platform Braindumps Real Exam Updated on Jan 04, 2023 with 120 Questions

QUESTION 51

In addition to email, which three attributes are available on the interface of ….

(3rd answer Doubt between Address and Government ID)

* Social Handle
* Government ID
* First and Last Name
* Phone Number
* Address

QUESTION 52

What are the two refresh models available for a cloud storage data stream?

* Update
* Upsert
* Append
* Full Refresh

QUESTION 53

What is the first step in the two step process to ingest data from SFMC to Salesforce CDP?
* Extract marketing Cloud data to customer owned S3 bucket
* Extract Marketing cloud data to Salesforce owned SFTP
* Extract Marketing Cloud data to Salesforce owned S3 bucket
* Extract Marketing Cloud data to customer owned SFTP

QUESTION 54

What is the max limit of records can be retrieved by the Profile and Query API in a single call?
* 2000
* 9999
* 4999
* No max limit

QUESTION 55

What does the source sequence reconciliation rule do in Identity Resolution?
* Source data from disparate systems across the enterprise.
* Reconcile data by data that’s most frequent across records.
* Sort data sources in order of most to least preferred for inclusion in Unified Profile.
* Includes data from sources where the data is alphanumerically sequenced.

QUESTION 56

Which data model in Salesforce CDP defines the future revenue or quantity for an opportunity of the product family?
* Product
* Sales Order
* Party
* Engagement

QUESTION 57

How often does subscriber data from Marketing Cloud Bundles refresh?
* Every 12 hours
* Every 15 mins
* Hourly
* Daily

QUESTION 58

How many calculated insights can be created per tenant?
* 5
* 10

* 50
* 100

QUESTION 59

What role in a company was Salesforce CDP designed for?
* Developer
* Marketer
* Salesperson
* Data Analyst

QUESTION 60

A purchase order number is specified as text field typE. What value will segmenting on Purchase order number | is equal to | 0122 return?
* Purchase order number 122
* Purchase order number 0122
* Purchase order number 0122 and 122
* Purchase order number NULL

QUESTION 61

What Salesforce CDP API enables simultaneous retrieve of customer profile along with their calculated insights?
* Profile API
* Query API
* Calculated Insights API (Doubt)
* Metadata API

QUESTION 62

How many days of historical data is loaded when B2C Commerce Data Stream is created from the Order Bundle?
* 90 days
* 60 days
* 30 days
* 10 days

QUESTION 63

Which Steps should an administrator take if a successfully configured cloud storage data stream fails to refresh with a NO FILE FOUND error message ?
* Check if the file exists in S3 bucket
* Check permissions are configured for the CDP user
* Check permissions are configured for the S3 user
* Check if cloud storage data source is enabled in cdp set up

QUESTION 64

Which three Object types are available under Data Explorer?
* Data Source Object
* Data Model Object

* Segment Objects
* Data Extensions
* Calculated Insights

QUESTION 65

Which type of measures with aggregate functions are supported?
* Date
* Text
* Numeric
* Boolean

QUESTION 66

How many marketing cloud EIDs can be connected to Salesforce CDP?
* 3
* 5
* 1
* 2

QUESTION 67

Which of the following functions returns the first value from a list that isn’t empty?
* CONCAT
* COALESCE
* REPLACE
* FIND

QUESTION 68

Which two CRM objects are included in both Sales and Service Cloud Data Bundle?
* Campaign Member
* Contact
* Opportunity
* Account

QUESTION 69

A marketer needs to create several segments with similar filter criteria for multiple brands.

How can marketer create these segments as efficiently as possible?
* Use and attribute filter feature in activation
* Create a segment and clone via API for each brand
* Create a reusable container block with common criteria
* Create a segment and copy for each brand.

QUESTION 70

Which data type is collected by a company that does not have any direct relationship with the customer?
* Partner data

* First party data
* Second party data
* Third party data

QUESTION 71

What is the primary object for an Organization, Individual, Affiliation Group, Member in the Cloud Information Model?
* Membership
* Party
* Global Account
* Individual

QUESTION 72

How should Data Subject Rights request be submitted to Salesforce CDP?
* Using a dedicated field in data stream
* Using Consent API
* Using dedicated data stream
* Using Data Explorer

QUESTION 73

Where do calculated insights appear in the segmentation attribute library?
* They always appear in Direct Attributes
* They always appear in Related Attributes
* They appear under the objects that were used to create them
* They appear under Profile type objects

QUESTION 74

What result will a segmentation filtering on City | Is Equal To | ‘San José’ return?
* Values containing San José’, San Jose only
* Values containing San Jose’, san jose only
* Values containing San José’, San Jose, san josé, san jose
* Values containing San José’, san josé only

QUESTION 75

Which two dependencies need to be removed prior to disconnecting a data source?
* Activation Target
* Data Stream
* Segment
* Activation

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