

## 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 `&#8230`;

(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 typeE. 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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