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QUESTION 1

What modeling format describe the Individual and Contact Point objects?

A. Jagged

B. Normalized

C. Compress

D. De-Normalized

Correct Answer: B

QUESTION 2

Which data model entity do you map the Name field from Salesforce CRM Contact object?

A. Account

B. Contact

C. Party Identifier

D. Individual

Correct Answer: D

QUESTION 3

A marketer wants to segment it\\'s audience by qualifying the lifetime value of the customer-- ---be created to support this use case in segmentation? (1 Answer)

A. Streaming Insight

B. Profile Insight

C. Calculated Insight

D. Commerce Insight

Correct Answer: C

QUESTION 4

Which three types of data can identity resolution combine into a unified profile?

A. Corporate Performance

B. Behavioral

C. Profile

D. Product

E. Transactional

Correct Answer: BCE

QUESTION 5

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

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