



VCE & PDF

GeekCert.com

<https://www.geekcert.com/customer-data-platform.html>

2024 Latest geekcert CUSTOMER-DATA-PLATFORM PDF and VCE dumps  
Download

# CUSTOMER-DATA-PLATFORM<sup>Q&As</sup>

Salesforce Customer Data Platform (CDP)

## Pass Salesforce CUSTOMER-DATA-PLATFORM Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/customer-data-platform.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce  
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





### QUESTION 1

Which data model in Salesforce CDP defines interactions with a Party?

- A. Sales order
- B. Engagement
- C. Transaction
- D. Individual

Correct Answer: B

---

### QUESTION 2

When activating on Unified Individual which three attributes are automatically included?

- A. Contact address
- B. Email SK
- C. Contact phone number
- D. Contact ID
- E. Contact email address

Correct Answer: BCE

---

### QUESTION 3

Which formula function should a data specialist use to create a composite key when a primary key is not available?

- A. COALESCE
- B. CONCAT
- C. UUID
- D. SUBSTITUTE

Correct Answer: B

---

### QUESTION 4

Which two dependences can prevent a Data Stream from being deleted?

- A. A data stream attribute is used in Segmentation



- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is mapped to a Data Model object
- D. A data stream attribute is used in Activation

Correct Answer: BC

#### QUESTION 5

How can Customer Data Platform help marketers?

- A. Create a first-party data strategy that is not dependent on third party data
- B. Ingest and unify data from anywhere to reconcile customer identity
- C. Create cross channel marketing messages across Email, SMS, Push and other channel
- D. Manage social media data including interactions across all major social platforms

Correct Answer: AB

[CUSTOMER-DATA-  
PLATFORM VCE Dumps](#)

[CUSTOMER-DATA-  
PLATFORM Exam  
Questions](#)

[CUSTOMER-DATA-  
PLATFORM Braindumps](#)