



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

Salesforce Customer Data Platform (CDP)

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#### QUESTION 1

How does an admin increase the consolidation rate for identity resolution?

- A. Add more matching rules to broaden the search of matches
- B. Change the ignore empty value option
- C. Change all reconciliation rules to source sequence
- D. Reduce the number of matching rules

Correct Answer: A

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#### QUESTION 2

Which data attributes can be included in activation to a Marketing Cloud Data Extension?

- A. Direct attributes of the entity being activated on
- B. Any Data Model Objects field
- C. Attributes used in Segment filter rule definition
- D. Any Data Stream or Data Source Object's field

Correct Answer: A

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#### QUESTION 3

Which of the fields is non-editable during data ingestion?

- A. Field label
- B. Header label
- C. Field API name
- D. Data Type

Correct Answer: B

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#### QUESTION 4

Which of the following are characteristics of Formulas? (Choose 2)

- A. Simple logic on a row-based operation
- B. Ease of use, self-service



- C. Highly reusable content
- D. Attribute updated regularly

Correct Answer: AC

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#### QUESTION 5

The purchase order number field is specified as text. What value will be segmenting on retrieve?

- A. Purchase order number will be NULL
- B. Purchase order number 852
- C. Purchase order number 0852
- D. Purchase order number 852 and 0852

Correct Answer: C

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