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

Salesforce Customer Data Platform (CDP)

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### QUESTION 1

Which Steps should an administrator take if a successfully configured cloud storage data stream fails to refresh with a NO FILE FOUND error message ?

- A. Check if the file exists in S3 bucket
- B. Check permissions are configured for the CDP user
- C. Check permissions are configured for the S3 user
- D. Check if cloud storage data source is enabled in cdp set up

Correct Answer: AB

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### QUESTION 2

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

- A. A data stream attribute is mapped to a Data Model Object
- B. A data stream attribute is used in Segmentation
- C. A data stream attribute is used in Calculated Insights
- D. A data stream attribute is used in Activation

Correct Answer: AC

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### QUESTION 3

How does Identity Resolution select attributes for Unified individuals when there is --- attribute----

- A. Leverage Match Rules
- B. Leverage Reconciliation Rules
- C. Create additional Rule Sets
- D. Create additional Contact Points

Correct Answer: B

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### QUESTION 4



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Which factors should be considered when using identity Resolution within Customer Data Platform (Choose 2)

- A. CDP does not merge source records but instead creates a unified records that links all source records
- B. The unified individual ID is refreshed after each resolution and it can change over a period of time.
- C. CDP only lets you create one identity resolution ruleset
- D. Fuzzy value used to match source profiles are stored in unified profile

Correct Answer: AD

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#### QUESTION 5

Salesforce CDP create automations in Marketing Cloud Automation Studio to support data ingestion. Under which Business Unit(s) will these automations be created?

- A. All Business Unit (Bus) in the Account including Top-level (ENT) business unit
- B. All Business Units (Bus) in the account used for sending
- C. All selected business unit (Bus) during mapping
- D. Top-level (ENT) business unit only

Correct Answer: A

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