



CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

Which two files are activated to Cloud File storage for each segment publish?

- A. A file that contains the segment members with additional attributes
- B. A file that contains the segment definition
- C. A file that contains calculated insights
- D. A file that contains security credentials

Correct Answer: AB

QUESTION 2

What are 2 options to stop a segment from publishing?

- A. Disable
- B. Skip
- C. Unpublish
- D. Delete

Correct Answer: D

QUESTION 3

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 4

Which CDP feature helps marketers calculate attributes like Customer Lifetime value and Customer Salesforce score?

- A. Calculated Insights



- B. Formula Field insights
- C. Streaming Insights
- D. Einstein Insights

Correct Answer: C

QUESTION 5

What three things happen when an admin clicks on identity resolution deletion?

- A. Deletes all custom data model objects
- B. Removes all unified customer data
- C. Resets all settings in identity resolution
- D. Eliminates dependencies on data model object

Correct Answer: BCD

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