



Free Questions for [Customer-Data-Platform](#) by [certsinside](#)

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Question 1

Question Type: MultipleChoice

What result will a segmentation filtering on City | Is Equal To | 'San Jos' return?

Options:

- A- Values containing San Jos', San Jose only
- B- Values containing San Jose', san jose only
- C- Values containing San Jos', San Jose, san jos, san jose
- D- Values containing San Jos', san jos only

Answer:

D

Question 2

Question Type: MultipleChoice

How should an admin view past processing for resolution rules in Identity Resolution?

Options:

- A- Run History
- B- Audit History list view
- C- View processing Audit Trail
- D- Click on view history

Answer:

D

Question 3

Question Type: MultipleChoice

What is the first step in the two step process to ingest data from SFMC to Salesforce CDP?

Options:

- A- Extract marketing Cloud data to customer owned S3 bucket
- B- Extract Marketing cloud data to Salesforce owned SFTP
- C- Extract Marketing Cloud data to Salesforce owned S3 bucket
- D- Extract Marketing Cloud data to customer owned SFTP

Answer:

C

Question 4

Question Type: MultipleChoice

Data from which object will be deleted when processing a Data Deletion or Right to be forgotten request

Options:

- A- Individual and all related entities in data model
- B- Individual, all related entities in data model and mapped data streams
- C- Unified individual, all related entities in data model and mapped data streams
- D- Unified individual and all related entities in data model

Answer:

D

Question 5

Question Type: MultipleChoice

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

Options:

- 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

Answer:

B, C, D

Question 6

Question Type: MultipleChoice

What is the maximum number of filter criteria a segment can have?

Options:

A- 10

B- 50

C- 500

D- 99

Answer:

B

Question 7

Question Type: MultipleChoice

In Salesforce CRM, the customer has a custom 'Customer_Email__c' object related to standard 'Contact' object. Which CDP data model object do you map it to?

Options:

- A- Contact
- B- Custom 'Customer_Email' object
- C- Contact Point Email
- D- Individual

Answer:

C

Question 8

Question Type: MultipleChoice

A marketer needs to create several segments with similar filter criteria for multiple brands.

How can marketer create these segments as efficiently as possible?

Options:

- A- Use and attribute filter feature in activation
- B- Create a segment and clone via API for each brand
- C- Create a reusable container block with common criteria
- D- Create a segment and copy for each brand.

Answer:

D

Question 9

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Question 10

Question Type: MultipleChoice

How should Data Subject Rights request be submitted to Salesforce CDP?

Options:

A- Using a dedicated field in data stream

B- Using Consent API

C- Using dedicated data stream

D- Using Data Explorer

Answer:

C

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