

# Free Questions for Customer-Data-Platform by certsinside

Shared by Porter on 09-08-2024

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**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 Resoultion?							
tions:							
Run History							
Audit History list view							
View processing Audit Trail							
Click on view history							
CMOr:							

#### **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							
westion Tomas MultipleChaics							
Duestion Type: MultipleChoice							
Data from which object will be deleted when processing a Data Deletion or Right to be							
Data from which object will be deleted when processing a Data Deletion of 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 dependencie	s on data model objec	et		
Answer:				
B, C, D				
Question 6				
Question Type: MultipleChoic	ce			
What is the maximum num	ber of filter criteria a se	egment can have?		
Options:				
<b>A-</b> 10				
<b>B-</b> 50				
<b>C-</b> 500				
<b>D-</b> 99				
Answer:				

### **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:**

С

### **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:**

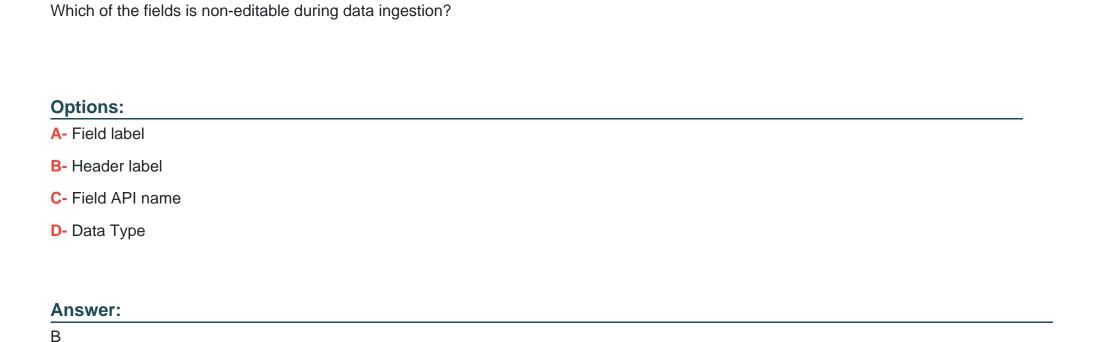
- A- Use and attribute filter feature in activation
- B- Create a segment and clone via API for each brand
- C- Create a reusable container block with common criteria
- D- Create a segment and copy for each brand.

#### **Answer:**

D

# **Question 9**

**Question Type:** MultipleChoice



**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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