# Free Questions for Customer-Data-Platform by go4braindumps

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# Question 1

How does a CDP help reduce advertising costs?

## Options:

**A-** By targeting customers efficiently in their preferred channel

**B-** By reducing the manual process from media buying

**C-** By increasing the transparency of media spend

**D-** By helping marketers understand the price of media

## Answer:

A

# Question 2

What is a Customer Data Platform?

**A-** A platform where end users can see data collected about themselves

**B-** A platform to buy and sell advertising data

**C-** A social media platform

**D-** A platform that collects and stores data about customers

**Answer:**

D

# Question 3

**Question Type:** **MultipleChoice**

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

## Options:

**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

## Answer:

A

# Question 4

**Question Type:** **MultipleChoice**

Which two permission sets will allow users to access Salesforce CDP Data Explorer?

## Options:

**A-** Salesforce CDP admin

**B-** Salesforce CDP Marketing Manager

**C-** Salesforce CDP Marketing Specialist

**D-** Salesforce CDP Data Aware Specialist

## Answer:

A, D

# Question 5

**Question Type:** **MultipleChoice**

Which two dependences can prevent a Data Stream for being deleted?

## Options:

**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

# Question 6

**Question Type: MultipleChoice**

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

**Options:**

**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

**Answer:**

A

# Question 7

**Question Type: MultipleChoice**

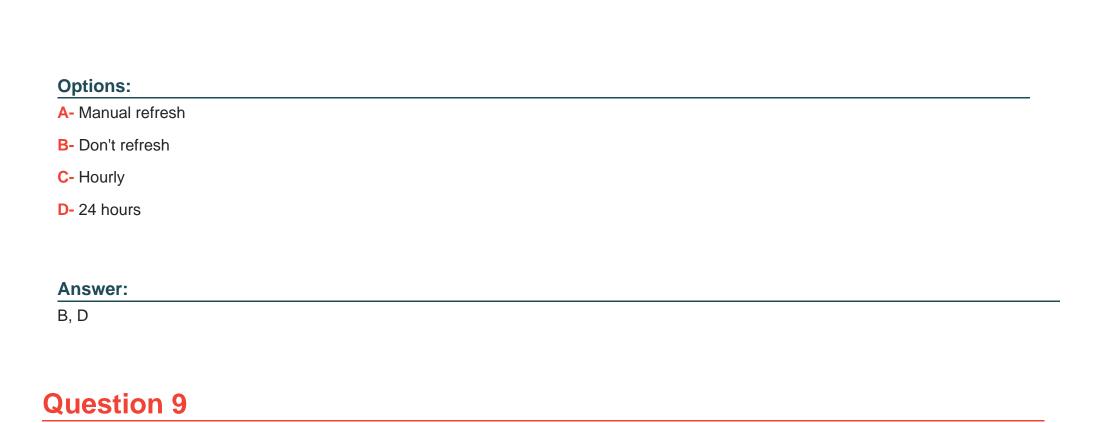Which authentication type is supported for Cloud File Storage activation target?

## Options:

**A-** Using encrypted username and password

**B-** Using access and secret keys

**C-** Using private key certificate

**D-** Using JWT token

## Answer:

B

# Question 8

**Question Type: MultipleChoice**

Which two options are available when configuring a segment publish schedule?

## Options:

**A-** Manual refresh

**B-** Don't refresh

**C-** Hourly

**D-** 24 hours

## Answer:

B, D

# Question 9

**Question Type:** MultipleChoice

Which feature determines the attribute value in the file when activating on the Unified Individual?

## Options:

**A-** Einstein Activation

**B-** Reconciliation Rules

**C-** Data Stream Sequence

**D-** Random Selection

## Answer:

B

# Question 10

**Question Type:** **MultipleChoice**

Where activated Segments found in Marketing Cloud?

## Options:

**A-** Salesforce Data Extensions

**B-** Standard DE

**C-** Filtered DE

**D-** Shared DE

## Answer:

D