

Free Questions for Customer-Data-Platform

Shared by Francis on 04-10-2024

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Question 1

Question Type: MultipleChoice

Which 2 characteristics describe the CIM (Cloud Information Model)?

Options:

- A- Product sold by salesforce
- B- Conceptual model
- C- Statistical model
- D- Canonical model

Answer:

B, D

Question 2

Question Type: MultipleChoice

How many CRM orgs can be connected to CDP instance?

Options:

- A- 5
- B- 10
- C- 20
- D- No hard limit

Answer:

D

Question 3

Question Type: MultipleChoice

Which two files are created in Cloud Storage bucket after segment is published?

Options:

- A- File with the security credentials
- B- File containing calculated insights
- C- File containing segment definition
- D- File containing segment members with additional attributes

Answer:

C

Question 4

Question Type: MultipleChoice

How often does subscriber data from Marketing Cloud Bundles refresh?

Options:

- A- Every 12 hours

B- Every 15 mins

C- Hourly

D- Daily

Answer:

C

Question 5

Question Type: MultipleChoice

What is customizable in Salesforce CDP canonical model?

Options:

A- Objects

B- Objects & Fields

C- Fields

D- Objects, Fields & relationships

Answer:

D

Question 6

Question Type: MultipleChoice

How can an administrator check segment publishing status?

Options:

- A- Segments publish summary dashboard
- B- Publish History related list in Activation Record
- C- Segments publish history report
- D- Publish History related list in Segment Record

Answer:

B, D

Question 7

Question Type: MultipleChoice

In which two ways can a marketer include campaign name from an external system into the segment?

Options:

- A- Include campaign code in segment name
- B- Include campaign code in activation name
- C- Include campaign code in activation description
- D- Include campaign code in filename specification

Answer:

A, B

Question 8

Question Type: MultipleChoice

The purchase order number field is specified as text. What value will be segmenting on 0852 retrieve?

Options:

- A- Purchase order number will be NULL
- B- Purchase order number 852
- C- Purchase order number 0852
- D- Purchase order number 852 and 0852

Answer:

C

Question 9

Question Type: MultipleChoice

Which two file types are available for Cloud Storage activation?

Options:

A- .json

B- .csv

C- .xls

D- .zip

Answer:

A, B

Question 10

Question Type: MultipleChoice

Which configuration supports separate AWS S3 buckets for data ingestion and activation?

Options:

A- Separate user credentials for data stream and activation

- B-** Dedicated S3 data source configuration in CDP Setup
- C-** Separate user credentials for data stream and activation target
- D-** Dedicated S3 data source configuration in Activation Setup

Answer:

C

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