DUMPSQUEEN

Salesforce Customer Data Platform (CDP) Exam (SP24)

Salesforce Customer-Data-Platform

Version Demo

Total Demo Questions: 15

Total Premium Questions: 201

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QUESTION NO: 1

Which Salesforce CDP use case merges customer information from various systems to create a singleId, a single record for a customer?

A. Audience Segmentation

B. Consent Management

C. Data Unification

D. Identity Resolution

ANSWER: D

QUESTION NO: 2

Which Steps should an administrator take if a successfully configured cloud storage data stream fails to refresh with a NO FILE FOUND error message?

A. Check permissions are configured for the CDP user

B. Check if the Cloud Storage data source is enabled in CDP setup

C. Check permissions are configured for the S3 user

D. Check if the file exists in a specific S3 bucket

ANSWER: A D

QUESTION NO: 3

Which function does the Copy SOQL button perform in Data Explorer?

A. Copy SOQL for any formula fields in that object

B. Copy SOQL for the current data view to clipboard and export

C. Copy SOQL for data export from Salesforce CDP

D. Copy SOQL for the current data view to clipboard

ANSWER: B

QUESTION NO: 4

Which operator can be used to find individuals whose loyalty is gold, platinum orhigher?

A. Is In

B. Is between

C. Is less than or equal to

D. Is greater than

ANSWER: A

QUESTION NO: 5

How often does the Contact data from Marketing Cloud data bundle refresh in Salesforce?

A. Every 15 minutes

B. Every 12 Hours

C. Hourly

D. Daily

ANSWER: D

QUESTION NO: 6

How many days of historical data is loaded when B2C Commerce Data Stream is createdfrom the Order Bundle?

A. 90 days

B. 60 days

C. 30 days

D. 10 days

ANSWER: C

QUESTION NO: 7

Which operator can be used to check if an attribute value in blank?

A. Is Not Null

B. Has No Value

C. Is Null

D. Is Empty

ANSWER: B

QUESTION NO: 8

Which Interaction Studio features are updated by activation from CDP?

A. Engagement data

B. Event data

C. Profile attributes

D. Segments

ANSWER: C D

QUESTION NO: 9

What are the two steps of data setup process in Salesforce CDP?

A. Map ingested data to existing ingested data objects

B. Map ingested data to the Data Model

C. Establish a connection with the source data via Rest API

D. Preserve data with ingestion to data lake

ANSWER: B D

QUESTION NO: 10

What is the correct formula to display the value of the raw data column of "Revenue" plus a 5%margin?

A. SELECT(['Revenue'] *1.05)

B. SELECT(['revenue'] *1.05)

C. sourceField(['Revenue'] *1.05)

D. sourceField(['revenue'] *1.05)

ANSWER: C

QUESTION NO: 11

Which two dependencies need to be removed prior to disconnecting a data source?

A. Activation Target

B. Data Stream

C. Segment

D. Activation

ANSWER: B C

QUESTION NO: 12

Which two files are activated to Cloud file storage to publish segment?

A. A file that contains security credential

B. A file that contains the segment defination

C. A file that contains the segment members with additional attributes

D. A file that contains calculated insights

ANSWER: B C

QUESTION NO: 13

Which of the following statements about CDP's Web and Mobile App connector are True?

A. Tenant Specific Endpoint is auto-generated in CDP when setting up a Mobile or Web ap connectors

B. Mobile and Web SDK schema can be updated to delete an existing field

C. CDP admins can see the status of Web or Mobile connector app on the app details page

D. Any Data Streams associated with Web or Mobile connector app will be automatically owned -----

ANSWER: B D

QUESTION NO: 14

What are the two distinct phases of data management in CDP?

A. Data Ingestion

B. Data Actions

C. Data Modeling

D. Data Activation

ANSWER: A C

QUESTION NO: 15

What can cause a published schedule to be skipped?

A. Segment criteria is not correct

B. Activation schedule is paused

C. Segment has 0 records

D. Too many schedules at same time

ANSWER: D