

CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

When can the data types be changed during ingestion?

- A. After the DSO is created
- B. Before DSO is created
- C. Data type can never be changed
- D. Data type can be changed at any time

Correct Answer: B

QUESTION 2

Which permission set needs to be added to the salesforce CRM object to be available in Salesforce CDP?

- A. Salesforce CDP external connector
- B. Salesforce External Integration
- C. Salesforce CDP Salesforce Connector Integration
- D. Salesforce External Connector

Correct Answer: C

QUESTION 3

Consolidation Rate

- A. $1 - (\text{Total Unified Profiles} / \text{DSO profile})$
- B. $1 - (\text{Total Unified Profiles} / \text{DMO profile})$
- C. $1 - (\text{Total Unified Profiles} / \text{Data Stream profile})$

Correct Answer: A

QUESTION 4

How many Business Units under the same Enterprise ID (EID) can be connected for data ingestion?

- A. 1
- B. 4

C. 10

D. No hard limit

Correct Answer: D

QUESTION 5

Which user role manages the data model and creates Identity Resolution rulesets for unified profiles?

A. Admin

B. Marketing Specialist

C. Data Aware Specialist

D. Marketing Manager

Correct Answer: C

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