

CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

How does an admin increase the consolidation rate for Identity Resolution?

- A. More matching rules to broaden the search for matches
- B. Merge all reconciliation rules to Source Sequence
- C. (...) the number of matching rules
- D. (...) the ignore Empty Value option

Correct Answer: A

QUESTION 2

Which of the following are correct connection options for Marketing and CRM connector in CDP (Choose 2)

- A. Multiple CRM Orgs and One Marketing Cloud Enterprise Account to same CDP org.
- B. One CRM Org and One Marketing Cloud Enterprise Account to the same CDP org
- C. Multiple CRM Orgs and Multiple Marketing Cloud Enterprise Accounts the same CDP Org
- D. One CRM Org and Multiple Marketing Cloud Enterprise Account to the same CDP Orgm

Correct Answer: AB

QUESTION 3

How can an administrator check segment publishing status?

- 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

Correct Answer: BD

QUESTION 4

What must CDP admin user do first when setting up users in CDP?

- A. Creates profile for each CDP user role
- B. Assign permission sets

- C. Configure Data Source
- D. Set up each use as admin

Correct Answer: A

QUESTION 5

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

Correct Answer: B

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