

# CUSTOMER-DATA-PLATFORM<sup>Q&As</sup>

Salesforce Customer Data Platform (CDP)

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**QUESTION 1**

Salesforce CDP creates automations in SFMC automation studio to support data ingestion. Under which all these automations be created?

- A. All business unites (BUs) in the Account used for sending
- B. All selected business unites (BUs) during mapping
- C. Top-level (ENT) business unit only
- D. All business units (BUs) in the Account including Top-Level (ENT) business unit

Correct Answer: D

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**QUESTION 2**

What is the recommendation for activation when multiple data sources are brought into CDP?

- A. Activate on Individual
- B. Do not use Identity Resolution
- C. Use Identity Resolution and activate on Unified Individual
- D. Activate based on source identifiers

Correct Answer: C

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**QUESTION 3**

How can Customer Data Platform help marketers?

- A. Create a first-party data strategy that is not dependent on third party data
- B. Ingest and unify data from anywhere to reconcile customer identity
- C. Create cross channel marketing messages across Email, SMS, Push and other channel
- D. Manage social media data including interactions across all major social platforms

Correct Answer: AB

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**QUESTION 4**

What should be the type of the Event Time Field while ingesting Engagement data?

- A. Mutable
- B. Inconsistent
- C. Immutable
- D. None of the above

Correct Answer: C

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#### 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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