

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

Salesforce Customer Data Platform (CDP)

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#### QUESTION 1

Which data model defines the complete set of experiences that customers go through when interacting with a company?

- A. Party Data Model
- B. Journey Data Model
- C. Engagement Data Model
- D. Case Data Model

Correct Answer: B

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#### QUESTION 2

Which factors should be considered when using identity Resolution within Customer Data Platform (Choose 2)

- A. CDP does not merge source records but instead creates a unified records that links all source records
- B. The unified individual ID is refreshed after each resolution and it can change over a period of time.
- C. CDP only lets you create one identity resolution ruleset
- D. Fuzzy value used to match source profiles are stored in unified profile

Correct Answer: AD

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#### QUESTION 3

What data model object category can a marketer create segments on?

- A. Unified Individual Only
- B. Engagement
- C. Profile
- D. Other

Correct Answer: C

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#### QUESTION 4

Which archive formats are supported by Salesforce CDP? (Choose 2)

- A. CSV
- B. GZ
- C. TSV
- D. ZIP

Correct Answer: BD

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#### QUESTION 5

A banking customer wants bring banking data to calculate customer lifetime value using calculated insights. What is the correct data flow in CDP to create this insight to use in segmentation?

- A. Create new Calculated Insights(CI) -> Map Data Stream(DSO) to CI -> Use CI in segments
- B. Create new Data Stream (DSO) -> Create Calculated Insights(CI) -> Use CI in segments
- C. Create Segment -> Create Calculated Insights(CI) -> Create new Data Stream (DSO) -> Use CI in segments
- D. Create new Data Stream (DSO) -> Map Data Stream Object (DMO) -> Create Calculated Insights(CI) -> Use CI in segments

Correct Answer: D

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