

# Salesforce Customer Data Platform

1. Which data model type in Salesforce CDP defines interactions with party?

A. Sales Order

B. Transaction

C. Engagement

D. Individual

**Answer(s): C**

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2. What modeling format describe the Individual and Contact Point objects?

A. Jagged

B. Normalized

C. Compress

D. De-Normalized

**Answer(s): B**

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3. Which field in the recommended source schema is not editable?

A. Field Label

B. Field API Name

C. Header Label

D. Data Type

**Answer(s): C**

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4. How many Salesforce orgs can an administrator connect to Salesforce CDP?

A. 1

B. 2

C. 10

D. No hard limit

**Answer(s): D**

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

A. Audience Segmentation

B. Consent Management

C. Data Unification

D. Identity Resolution

**Answer(s): D**

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6. What role in a company was Salesforce CDP designed for?

A. Developer

B. Marketer

C. Salesperson

D. Data Analyst

**Answer(s): B**

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7. Which Salesforce CDP use case drives acquisition of new customers based on first party data?

A. Universal Suppression across known channels

B. Loyalty Segmentation

C. Prospective Look-a-Likes with paid media

D. Post-purchase

**Answer(s): C**

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8. What are the two file type options for activation for Cloud Storage?

A. .json

B. .csv

C. .zip

D. .xls

**Answer(s): A B**

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9. Where are activated segments found in Marketing Cloud?

A. Filtered Data Extensions

B. Standard Data Extension

C. Shared Data Extension

D. Salesforce Data Extensions

**Answer(s): C**

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**10.** Which two steps required when setting up a Marketing Cloud activation?

A. Set publish schedule

B. Choose an Activation Target

C. Set subscriber key field

D. Select the Email Contact Point

**Answer(s): B D**

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**11.** 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 definition

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

D. A file that contains calculated insights

**Answer(s): B C**

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**12.** 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

**Answer(s): C**

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**13.** Which operator can be used to check if an attribute value is blank?

A. Is Not Null

B. Has No Value

C. Is Null

D. Is Empty

**Answer(s): D**

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**14.** Where do calculated insights appear in the segmentation attribute library?

A. They always appear in Direct Attributes

B. They always appear in Related Attributes

C. They appear under the objects that were used to create them

D. They appear under Profile type objects

**Answer(s): C**

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**15.** Where does Data Specialist enable value suggestion on an attribute for segmentation?

A. Segment Setup

B. Data Mapping (accurate)

C. Data Modeling

D. Data Stream Setup (it can be also answer. HELP doc)

**Answer(s): B**

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**16.** What are the two benefits of Calculate Insights compared to Segment criteria?

A. It creates simple logic on row-based operations

B. It creates reusable contents

C. Marketer friendly drag and drop interface

D. It performs complex queries on multiple objects

**Answer(s): B D**

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**17.** A purchase order number is specified as text field type. What value will segmenting on Purchase order number | is equal to | 0122 return?

A. Purchase order number 122

B. Purchase order number 0122

C. Purchase order number 0122 and 122

D. Purchase order number NULL

**Answer(s): B**

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18. What is the result of a segment using two separate containers linked by an AND: SalesOrder.PurchasedItem = 'Yellow' AND SalesOrder.PurchasedItem = 'Belt'?

A. Customer who purchased only 'Yellow Belt' items on the purchase.

B. Customer who purchased any yellow product and also purchased belt of any color.

C. Customer who purchased 'Yellow Belt' as a single product on the purchase.

D. Customer who purchased 'Yellow Belt', or any 'yellow' item, or any 'belt' items on the purchase

**Answer(s): B**

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

A. Unified Individual Only

B. Engagement

C. Profile

D. Other

**Answer(s): C**

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20. What programming language is used to configure Calculate Insights?

A. Python

B. SOQL

C. ANSI SOQL

D. DCL

**Answer(s): C**

