

Salesforce

Customer-Data-Platform
Salesforce Customer Data Platform (CDP) Exam(WI23)

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Question: 1

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

- A. Sales Order
- B. Transaction
- C. Engagement
- D. Individual

Answer: C

Question: 2

What modeling format describe the Individual and Contact Point objects?

- A. Jagged
- B. Normalized
- C. Compress
- D. De-Normalized

Answer: B

Question: 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: C

Question: 4

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

-
- A. 1
 - B. 2
 - C. 10
 - D. No hard limit

Answer: D

Question: 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: D

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