Salesforce

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

Questions And Answers PDF Format:

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Version = **Product**

Latest Version: 8.0

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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