

## Salesforce

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

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# 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?

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- 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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