CDP Practice Test Questions and Answers

1. What does CDP typically stand for in professional development contexts?

A) Certified Development Program

B) Certified Data Professional

C) Career Development Planning

D) Continuous Development Process

2. In data management, what is the primary function of a Customer Data Platform (CDP)?

A) To create marketing campaigns only

B) To unify customer data from multiple sources into a single, accessible customer database

C) To process financial transactions

D) To manage employee records

3. Which feature is essential for an effective Customer Data Platform?

A) Limited data integration capabilities

B) Real-time data ingestion and identity resolution across multiple touchpoints

C) Static data storage only

D) Single-channel data collection

4. What is the main benefit of implementing a CDP for businesses?

A) Reduced customer engagement

B) Enhanced customer experience through personalized, data-driven interactions and improved marketing efficiency

C) Increased data silos

D) Limited customer insights

Answers: 1-B 2-B 3-B 4-B

For More CDP Questions and Answers FREE, CDP Online Prep Training, CDP Exam, CDP Study Guide, CDP Flashcards, CDP Quizzes visit:

CDP Practice Test