

C_C4H630_21

1. For an incoming event, what value can SAP Customer Data Platform store for an active processing purpose status field?

Yes

1

Granted ✓

Allowed

2. You are importing orders into SAP Customer Data Platform.

What is the recommended type of schema to model it?

Activity ✓

Account

Event

Profile

3. How can you configure SAP Customer Data Platform to ingest tracking data from your website? Add a script to your website pages that will make AJAX calls to the Ingestion API with the event information.

Add the SAP Customer Data Platform web SDK to your website and set cookies with predefined names.

Create a source SAP Customer Data Cloud application and configure the service worker on your website. ✓

Create a source Web Client Application and add the provided JavaScript event code to your website pages.

4. Which of the following is always required to create a segment?

Activity indicator

Profile data ✓

Activity schema

Audience

5. What are some valid concerns that can be solved by a customer data platform (CDP) solution?

Note: There are 2 ✓ answers to this question.

Inability to perform single sign-on ✓

Inability to manage data volume ✓

Missing enterprise consent and preference management system

Too many data silos ✓

6. What are some valid use cases for audience activation? Note: There are 3 ✓ answers to this question.

Import customer contacts from CRM systems. ✓

Run targeted email campaigns based on customer activities and preferences. ✓

Update customer loyalty level in a loyalty system. ✓

Merge incoming customer data from ERP backend.

Run marketing campaigns on social media platforms. ✓

7. What would you use activity indicators as building blocks for? Note: There are 3 ✓ answers to this question.

Activities ✓

Actions

Segments ✓
CX flows ✓
Extensions

8. Which matching rules does SAP Customer Data Platform preconfigure for both the Contextual Profile view and the Unified Profile view? Note: There are 3 ✓ answers to this question.

CRM ID ✓
CDC ID
C4C ID
CIAM ID ✓
Master Data ID ✓

9. A known customer buys a TV that is delivered late. SAP Customer Data Platform is configured to ingest the customer data for late deliveries so that the business can react and keep good customer satisfaction metrics.

Which type of customer profile is best to use in this scenario?

Single Customer Profile
Master Customer Profile
Contextual Customer Profile ✓
Unified Customer Profile

10. You are using predictive indicators to configure predictive models and view results.

What types of models can you design? Note: There are 3 ✓ answers to this question.

Predict actions for groups. ✓
Predict events for groups.
Predict churn probabilities for groups. ✓
Predict churn probabilities for profiles. ✓
Predict customer lifetime value for profiles. ✓

11. What query syntax do you use for searching customers belonging to a segment using REST API?

select * from profile where segments.<segment-name>=<segment-value>
select * from profile where having(segments, (Segments.name = <segment-name> and segments.value = <segment-value>))
select * from profile where attributes.<segment-name>=<segment-value> ✓
select * from profile where having(segments, (attributes.segment=<segment-name> and attributes.value=<segment-value>))

12. Which of the following are steps in a CX flow? Note: There are 3 ✓ answers to this question.

Flow control ✓
Decision ✓
Trigger ✓
Condition
Connector

13. Which of the following is an example of first-party customer data?

Customer data imported from another company
Customer data from a purchase intention
Customer data collected from public sources
Customer data collected directly from consumers ✓

14. How would you ingest data from the database published with the JDBC interface?

Connect to the database using the built-in JDBC connector.

Create an iFlow in SAP Integration Suite and then use a custom connector to connect via the iFlow. ✓

Create a custom JDBC connector in the Connector Studio.

Connect to the database using a built-in Oracle Eloqua connector.

15. Which of the following statements describe merge rule functionality? Note: There are 2 ✓ answers to this question.

In the Unified Customer Profile, you can decide if more than one value is saved for an attribute. ✓

Merge Rules can be applied to non-identifier fields.

If a data conflict occurs, you can decide if a new Customer Profile is created or the event data is discarded. ✓

Merge Rules can only be used with Unified Customer Profile type.

16. How can data be ingested into SAP Customer Data Platform? Note: There are 2 ✓ answers to this question.

Using the source application ✓

Using the Ingestion API ✓

Uploading a CSV/JSON file in the console

Entering data manually in the console

17. You want to create a calculated indicator.

What attributes from the customer schema can you use? Note: There are 3 ✓ answers to this question.

Activity indicators ✓

Actions

Events

Profile ✓

Segments ✓

18. What options are available to pass the processing purpose for inbound data in SAP Customer Data Platform? Note: There are 2 ✓ answers to this question.

Static ✓

Activity

Dynamic ✓

Profile

19. Which of the following activation methods can actions be used with? Note: There are 2 ✓ answers to this question.

CX milestones ✓

CX flows ✓

CX journeys

Audiences ✓

20. Which functionalities are always used when ingesting customer data into SAP Customer Data Platform? Note: There are 2 ✓ answers to this question.

Segments Bb. Events ✓

Source Applications ✓

Audiences ✓

21. What are some of the attributes that can be used as criteria to create an audience? Note: There are 3 ✓ answers to this question.

Profile entity attributes ✓

Attributes from another audience

Action attributes

Activity attributes ✓

Segment attributes ✓

22. You need to ingest some customer data into SAP Customer Data Platform observing data compliance regulations.

What needs to be configured inside SAP Customer Data Platform before you can do this?

Segments

Processing purposes ✓

Customer subscription preferences

Customer consent

23. What type of endpoint connector can be created in the Connector Studio?

RPC

JDBC

ODBC

KES| ✓

24. How many segments are allowed per business unit?

200

100 ✓

50

40