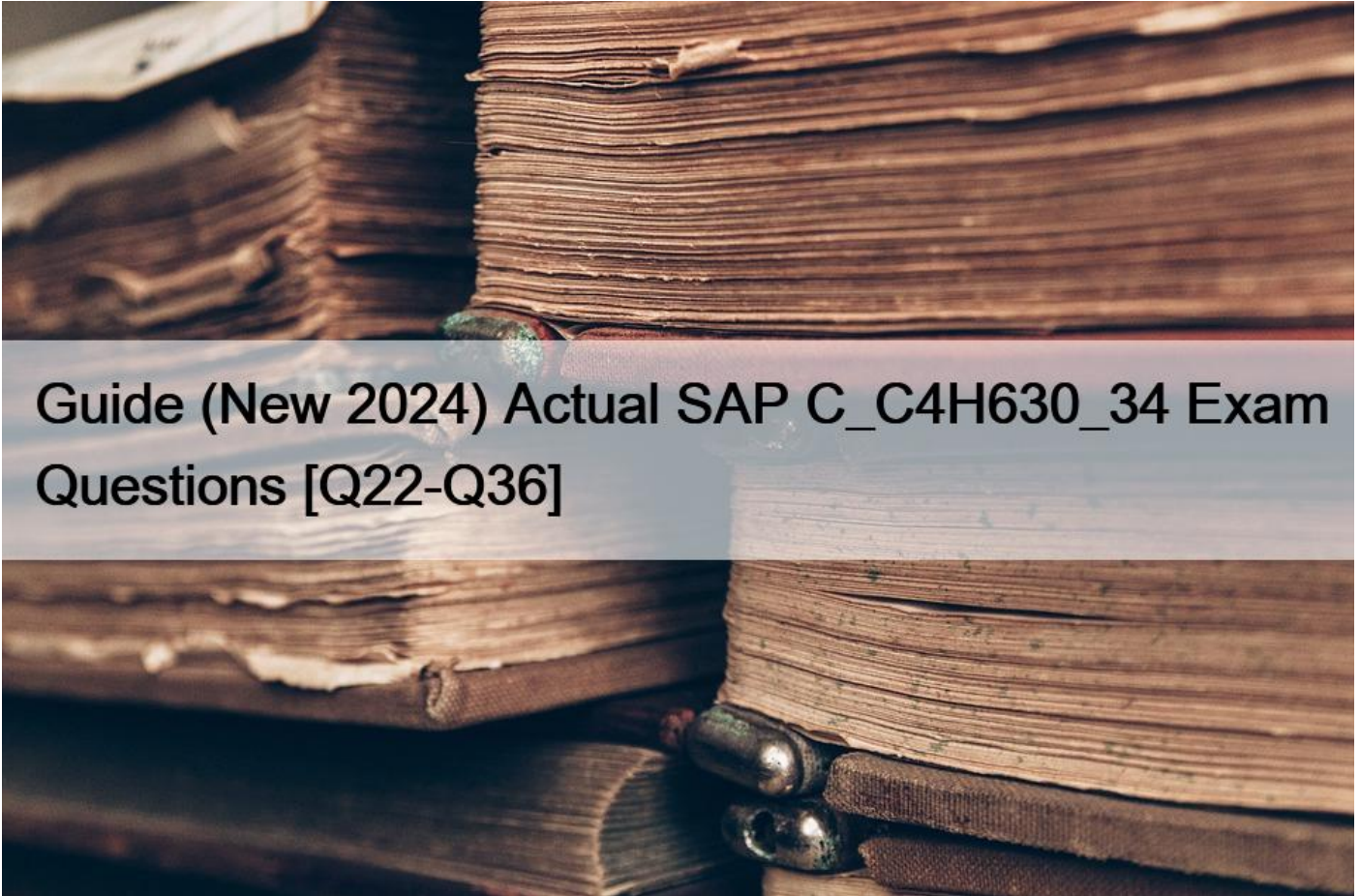


Guide (New 2024) Actual SAP C_C4H630_34 Exam Questions [Q22-Q36]



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NEW QUESTION 22

Which of the following roles for console users are available in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

- * Delegated Administrator
- * Marketeer
- * System Administrator
- * DPO Specialist

NEW QUESTION 23

Which of the following merge rules must be defined at attribute level? Note: There are 2 correct answers to this question.

- * Decide what to do if a data conflict occurs for an identifier attribute
- * Decide whether to override existing data, based on the quality of the incoming and existing data
- * Decide whether more than one value can be saved for an attribute

- * Decide whether to concatenate the incoming value with the existing value of the same attribute

NEW QUESTION 24

How can you delete a profile from SAP Customer Data Platform?

- * Make an HTTP REST API call with delete query to SAP Customer Data Platform passing the customer ID.
- * In the console, with System Administrator permissions, go to Administration and select the Unified Customer Profile View and click Delete.
- * Make an HTTP Delete REST API call to SAP Customer Data Platform with the customer ID of the Unified Customer Profile view.
- * In the console, look up the profile in the Unified Customer Profile view, go to the Details tab, and click Delete.

NEW QUESTION 25

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

- * CX flows
- * Audience building
- * Extensions
- * Activities
- * CX journey milestone entries

Activity indicators within the SAP Customer Data Platform are calculated metrics that measure the performance of various business areas based on customer activities. They serve as foundational components for constructing Customer Experience (CX) flows, building audiences for targeted marketing, and marking entries in CX journey milestones. These indicators are recalculated whenever relevant customer activity is ingested, allowing for dynamic segmentation and triggering of CX flows or journey milestones based on customer behavior.

References = This information is corroborated by the SAP Help Portal documentation on Activity Indicators, which outlines their role in gauging business performance and their application in CX flows, audience building, and CX journey milestones¹.

NEW QUESTION 26

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.

NEW QUESTION 27

Which of the following describes a business unit in SAP Customer Data Platform?

- * The business unit represents the owner of the SAP Customer Data Platform tenant. Each business unit within the organization has separate SAP Customer Data Platform tenants provisioned.
- * The business unit is a predefined optional attribute in the customer schema and allows segmenting of B2B customers based on their business hierarchy.
- * The business unit is responsible for maintaining customers in a given market and has its own customer schema to manage both the Contextual Profile and the Unified Customer Profile views.
- * The business unit is an optional informational attribute of the SAP Customer Data Platform Console Admin user.

NEW QUESTION 28

How many conditions are allowed per single segment?

- * 200
- * 100
- * 300
- * 50

In the SAP Customer Data Platform, a single segment can be defined with a maximum of 200 conditions. This allows for the creation of highly customized customer segments by using various `‘include/exclude’` and

`‘and/or’` conditions, as well as different operators. These segments are evaluated in real-time whenever a customer profile is updated, ensuring that the segmentation is always current and applied to both the contextual profile and the unified customer profile views.

References = This information is confirmed by the SAP Help Portal documentation on Segments and Segment Attributes within the SAP Customer Data Platform¹².

NEW QUESTION 29

You need to perform a quick ingestion test to evaluate your configuration. What is the simplest recommended way of doing this?

- * By firing the action manually from Action Status
- * By firing the event manually from Event Status
- * By dropping a file in an FTP Server
- * By using the Event Playground

NEW QUESTION 30

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

- * Flow control
- * Decision
- * Trigger
- * Condition
- * Connector

NEW QUESTION 31

What does the Overview tab display in the customer dashboard?

- * Reporting of customer order activities that are part of the customer profile
- * Identifiers that are used in matching the customer profile
- * Aggregate reports of all activities that are part of the customer profile
- * All the activities and segments and processing purpose for the customer profile

NEW QUESTION 32

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

- * 1
- * Yes
- * Allowed
- * Granted

In the context of the SAP Customer Data Platform, the active processing purpose status for an incoming event is always attached to the event. This status indicates whether the data is allowed to be stored in the system, and which data may be sent out to destination applications. The processing purpose can be dynamic, meaning it is part of the incoming event's data model and is saved to

the customer profile with the status and timestamp data that was sent with the event. This is achieved by mapping the event purpose nodes to the data privacy framework within the platform.

References = The information is based on the SAP Help Portal documentation on Processing Purposes, which details the use cases, core concepts, and data governance enforcement related to processing purposes within the SAP Customer Data Platform¹.

NEW QUESTION 33

What does the warning sign next to the attributes indicate in the Unique Identifiers section of the Customer Profile view?

- * It indicates that there was an error updating those attributes in the last inbound event.
- * It indicates that the values of those attributes are shared with other customer profiles.
- * It indicates that the unique identifier is invalid.
- * It indicates that no value is set for those identifier attributes.

In the SAP Customer Data Platform, within the Unique Identifiers section of the Customer Profile view, a warning sign next to attributes typically indicates:

- * B. It indicates that the values of those attributes are shared with other customer profiles. This warning is used to highlight potential issues with data uniqueness, where the supposed unique identifiers are not exclusive to a single customer profile but are instead found across multiple profiles. This situation could lead to data integrity issues, as unique identifiers are meant to distinguish each customer profile distinctly.

Addressing these warnings is crucial for maintaining the reliability of the customer data, ensuring that each profile is uniquely and accurately identified within the platform.

References:

- * SAP Customer Data Platform user documentation on managing customer profiles and understanding the significance of unique identifiers.
- * Best practices for data management within the SAP Customer Data Platform, with a focus on maintaining the uniqueness of customer identifiers.

NEW QUESTION 34

What base URL must be used when making REST calls to SAP Customer Data Platform?

- * https://accounts.<DATA_CENTER>.gigya.com
- * https://dp.<DATA_CENTER>.gigya.com
- * https://cdp.<DATA_CENTER>.gigya.com/
- * https://sap-cdp.<DATA_CENTER>.gigya.com

When making REST calls to the SAP Customer Data Platform, the base URL to be used is

https://cdp.<DATA_CENTER>.gigya.com/. This URL format is necessary for accessing the various REST APIs provided by the platform, which include functionalities for querying existing customer data, ingesting new data into the system, and auditing admin operations, queries, and customer data updates. References = This information is confirmed by the SAP Help Portal documentation, which provides detailed guidance on using the REST APIs for the SAP Customer Data Platform¹²³.

NEW QUESTION 35

Which of the following are functionalities of the Event Playground? Note: There are 2 correct answers to this question.

- * Recording results of test event runs and exporting them as a JSON
- * Allowing input of data at each step after the test event is run to verify alternative outcomes

- * Showing logs and errors at each step of the pipeline, in both table format and JSON
- * Ingesting a test event with test values provided via a dedicated form

The Event Playground in the SAP Customer Data Platform includes functionalities that allow for the ingestion of a test event with test values provided via a dedicated form. It also shows logs and errors at each step of the pipeline, presented in both table format and JSON. This enables users to track and understand results and failures, locate data processing issues, and identify connector problems. 1. References = Event Playground | SAP Help Portal

NEW QUESTION 36

Which functionalities are always used when ingesting customer data into SAP Customer Data Platform? Note:

There are 2 correct answers to this question.

- * Source applications
- * Segments
- * Audiences
- * Events

The SAP Customer Data Platform ingests data from various source applications to build a coherent view of the customers. It defines a customer schema to create a common data model for all incoming customer data.

Events are also a part of the data ingestion process, as they represent the actions taken by customers and are crucial for creating a complete customer profile. References = SAP Customer Data Platform | SAP Help Portal, How does SAP Customer Data Platform do it? #8211; SAP Learning

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