IT-DUMPS Q&A

Accurate study guides, High passing rate!
IT-dumps provides update free of charge in one year!

Exam   :   **C_C4H630_21**

Title   :   SAP Certified Development
                    Associate - SAP Customer
                    Data Platform

Version   :   DEMO

1.What does the Overview tab display in the customer dashboard?
A. Reporting of customer order activities that are part of the customer profile
B. Identifiers that are used in matching the customer profile
C. Aggregate reports of all activities that are part of the customer profile
D. All the activities and segments and processing purpose for the customer profile
Answer: A

2.Which of the following triggers are supported in CX flows? Note: There are 3 correct answers to this question.
A. Event occurrence
B. Action occurrence
C. Customer or group update
D. Segment membership
E. Audience activated
Answer: A,C,D

3.Which of the following statements describe the matching rules for data ingestion? Note: There are 3 correct answers to this question.
A. System-defined rules can be deleted for the Unified Customer Profile.
B. System-defined rules can be edited for the Unified Customer Profile.
C. System-defined rules can be re-ordered for the Contextual Profile.
D. User-defined rules can be based on the firstName attribute.
E. System-defined rules are based on strongest identifier attributes.
Answer: B,D,E

4.What are some valid use cases for audience activation? Note: There are 3 correct answers to this question.
A. Import customer contacts from CRM systems.
B. Run targeted email campaigns based on customer activities and preferences.
C. Update customer loyalty level in a loyalty system.
D. Merge incoming customer data from ERP backend.
E. Run marketing campaigns on social media platforms.
Answer: B,C,E

5.Which statements describe preconfigured matching rules? Note: There are 2 correct answers to this question.
A. The Unified Customer Profile rules can be edited and re-ordered, but not deleted.
B. The Contextual Profile rules cannot be edited or re-ordered.
C. The Unified Customer Profile rules can be edited, re-ordered and deleted.
D. The Contextual Profile rules cannot be edited, but can be re-ordered.
Answer: A,B