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Shared by Gilmore on 12-12-2023

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Question 1

Question Type: MultipleChoice

What are the three core pillars of SAP Customer Data Platform? Note: There are 3 correct answers to this question.

Options:

A- Unify

B- Activate

C- Optimize

D- Modulate

E- Respect

Answer:

A, B, C

Question 2

Question Type: MultipleChoice

What can be configured as part of the customer schema within SAP Customer Data Platform? Note: There are 2 correct answers to this question.

Options:

A- Activities

B- Segments

C- Activity indicators

D- Profile entity

Answer:

A, D

Question 3

Question Type: MultipleChoice

Which query syntax is correct when searching for users in SAP Customer Data Platform?

Options:

A- select * from profile where attribute. primaryEmail = 'someuseremail@emaildomain.com'

B- select * from accounts where profile.primaryEmail = someuseremail@emaildomain.com''

C- select * from contextualProfile where primaryEmail = 'someuseremail@emaildomain.com

D- select * from profile where profile.email = 'someuseremail@emaildomain.com'

Answer:

A

Question 4

Question Type: MultipleChoice

What is the purpose of the Connector Studio?

Options:

A- It enables creation of templates for source/destination REST API applications.

B- It enables creation of ETL jobs and data pipelines for data ingestion.

C- It enables creation of CX Flows and Journeys for new customers.

D- It enables creation of Matching Rules for joining different pieces of customer data.

Answer:

A

Question 5

Question Type: MultipleChoice

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

Options:

A- Activity indicator

B- Profile data

C- Activity schema

D- Audience

Answer:

B

Question 6

Question Type: MultipleChoice

Which of the following statements describe the relationship between workspace, tenants, and business

units? Note: There are 2 correct answers to this question.

Options:

A- A business unit can contain multiple workspaces.

B- A workspace can contain multiple business units.

C- A business unit can contain multiple tenants.

D- A tenant can contain multiple workspaces.

Answer:

B, D

Question 7

Question Type: MultipleChoice

You have a business requirement to implement family customer accounts in SAP Customer Data Platform. What is the best way to do this?

Options:

A- By using custom profile attributes

B- By using segments

C- By using a dedicated activity schemam

D- By using groups and relationships

Answer:

A

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