Free Questions for C_C4H630_34 by certsdeals

Shared by Rasmussen on 24-05-2024

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Question 1

Question Type: MultipleChoice

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

Options:

A- It indicates that there was an error updating those attributes in the last inbound event.

B- It indicates that the values of those attributes are shared with other customer profiles.

C- It indicates that the unique identifier is invalid.

D- It indicates that no value is set for those identifier attributes.

Answer:

B

Question 2

Question Type: MultipleChoice

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

Options:

A- Customer data from a purchase intention

B- Customer data imported from another company

C- Customer data collected from public sources

D- Customer data collected directly from consumers

Answer:

D

Question 3

Question Type: **MultipleChoice**

The search API for a single customer record does not show any segments tied to the profile, but you can see the segments in the customer dashboard. What could be the reason for this?

Options:

A- The query API is not using the Unified Profile viewId.

B- Segment data is never returned by the query API.

C- Permissions for the API authorization keys are not set up correctly.

D- Segment fields are not part of the processing purpose for the record.

Answer:

B

Question 4

Question Type: MultipleChoice

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

Options:

A- Recording results of test event runs and exporting them as a JSON

B- Allowing input of data at each step after the test event is run to verify alternative outcomes

C- Showing logs and errors at each step of the pipeline, in both table format and JSON

D- Ingesting a test event with test values provided via a dedicated form

Answer:

C, D

Question 5

Question Type: MultipleChoice

What actions can you perform on a segment? Note: There are 2 correct answers to this question.

Options:

A- Activate

B- Schedule

C- Clone

D- Delete

Answer:

A, D

Question 6

Question Type: MultipleChoice

What are some valid concerns that can be solved by a customer data platform (CDP) solution? Note: There are 2 correct answers to this question.

Options:

A- Missing enterprise consent and preference management system

B- Too many data silos

C- Inability to manage data volume

D- Inability to perform single sign-on

Answer:

B, C

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