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Question 1

Question Type: MultipleChoice

What are two key capabilities that differentiate customer data platforms (CDP) from other delivery platforms (for example CRM or data warehouse)? Note: There are 2 correct answers to this question.

Options:

- A- Unified customer data
- B- Real-time data processing
- C- Accessibility and discoverability
- D- Customer identification

Answer:

A, B

Question 2

Question Type: MultipleChoice

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

Options:

- A- Using the Ingestion API
- B- Using the source application
- C- Entering data manually in the console
- D- Uploading a CSV/JSON file in the console

Answer:

A, B

Question 3

Question Type: MultipleChoice

For which of the following use cases is SAP Customer Data Platform most applicable? Note: There are 2 correct answers to this question.

Options:

- A- To provide detailed financials of cash flow statements
- B- To understand the ways clients interact with brands
- C- To show how a marketing campaign performed quarter over quarter
- D- To discover how customers are using products and services

Answer:

B, D

Question 4

Question Type: MultipleChoice

On which level of a B2B data model should a role (for example, Sales Manager or CEO) of a B2B customer be stored?

Options:

- A- Segment

- B- Relationship
- C- Group
- D- Customer profile

Answer:

B

Question 5

Question Type: MultipleChoice

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

Options:

- A- Customer Service Representative
- B- System Administrator
- C- Delegated Administrator

D- DPO Specialist

E- Marketeer

Answer:

B, D, E

Question 6

Question Type: MultipleChoice

You are importing birthday data into SAP Customer Data Platform. What kind of pre-processing can you apply to the birthday attribute?
Note: There are 2 correct answers to this question.

Options:

A- Normalization

B- Optimization

C- Validation

D- Verification

Answer:

A, C

Question 7

Question Type: MultipleChoice

Which of the following triggers are supported in CX flows? Note: There are 3 correct answers to this question.

Options:

- A- Audience activated
- B- Action occurrence
- C- Segment membership
- D- Customer or group update
- E- Event occurrence

Answer:

C, D, E

Question 8

Question Type: MultipleChoice

You need to implement a B2B scenario for regions, organizations, and roles. What is the SAP recommended best practice?

Options:

- A- Create region and organization as entities and roles as relationship.
- B- Implement region and organization as groups and roles as activity.
- C- Implement region and organization as groups and roles as relationship.
- D- Implement region and organization as activity and roles as group.

Answer:

C

Question 9

Question Type: MultipleChoice

In-store purchase information from known customers is ingested from the point of sale (POS) to SAP Customer Data Platform. Which type of customer profile is recommended for this scenario?

Options:

- A- User Profile
- B- Contextual Profile
- C- Activity Profile
- D- Unified Customer Profile

Answer:

D

Question 10

Question Type: MultipleChoice

What does the Overview tab display in the customer dashboard?

Options:

- A- Identifiers that are used in matching the customer profile
- B- Reporting of customer order activities that are part of the customer profile
- C- All the activities, segments and processing purposes for the customer profile
- D- Aggregate reports of all activities that are part of the customer profile

Answer:

C

Question 11

Question Type: MultipleChoice

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

Options:

- A- JDBC

- B- RPC
- C- REST
- D- ODBC

Answer:

A

Question 12

Question Type: MultipleChoice

Which metadata fields are supported by the event model? Note: There are 2 correct answers to this question.

Options:

- A- Timestamp
- B- System Source
- C- Signature Verifier
- D- Deduplication Identifier

Answer:

A, D

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