

**Exam Code: C\_C4H63\_2411**

**Exam Name: SAP Certified Associate - Implementation Consultant - SAP Customer Data Platform**



## Exam A

### QUESTION 1

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

- A. By using segments
- B. By using groups and relationships
- C. By using custom profile attributes
- D. By using a dedicated activity schema

**Correct Answer: B**

**Section:**

**Explanation:**

The SAP Customer Data Platform supports the implementation of family customer accounts through the use of groups and relationships. This approach allows for the creation of a unified view of customer contacts, associated accounts, and the relationships within these accounts. By leveraging this structure, organizations can gain enriched, real-time insights into their customer base, which is essential for driving growth and providing a customer-centric experience.

Reference= This information is corroborated by the SAP Community article discussing the use of the SAP Customer Data Platform for B2B use cases, which outlines the importance of understanding customer relationships and the benefits of having actionable data<sup>1</sup>.

### QUESTION 2

Which of the following statements describe the relationship between workspaces, tenants, and business units? Note: There are 2 correct answers to this question.

- A. A business unit can contain multiple tenants.
- B. A tenant can contain multiple workspaces.
- C. A business unit can contain multiple workspaces.
- D. A workspace can contain multiple business units.

**Correct Answer: B, C**

**Section:**

**Explanation:**

The SAP Customer Data Platform is designed to manage customer data across different levels of organization. A tenant represents an instance of the platform provisioned for an organization, and within this tenant, multiple workspaces can be created. These workspaces serve as separate environments for development and production purposes. Additionally, a business unit, which is a logical partition within a workspace, can also contain multiple workspaces, allowing for further segmentation and management of customer data within the same organizational unit.

Reference= This relationship is outlined in the SAP Customer Data Platform documentation available on the SAP Help Portal, which provides comprehensive information on the configuration and management of tenants, workspaces, and business units<sup>12</sup>.

### QUESTION 3

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

- 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

**Correct Answer: D**

**Section:****Explanation:**

First-party customer data refers to the information that is collected directly from customers by the company itself. This includes data gathered through interactions with the company's own channels, such as websites, mobile apps, customer service interactions, and in-store visits. The SAP Customer Data Platform enables businesses to connect various types of customer data to deliver personalized experiences, and first-party data is crucial for creating a comprehensive view of the customer<sup>1</sup>. Reference= The explanation aligns with the functionalities and use cases of the SAP Customer Data Platform as described in the official SAP Help Portal<sup>1</sup>.

**QUESTION 4**

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

- A. 1
- B. Yes
- C. Allowed
- D. Granted

**Correct Answer: C**

**Section:****Explanation:**

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.

Reference= 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 Platform<sup>1</sup>.

**QUESTION 5**

The customer schema of a group includes two predefined attributes that can be used for B2B scenarios. Which one of the following attributes is one of the two predefined ones?

- A. BusinessName
- B. Accountid
- C. CustomerId
- D. BusinessId

**Correct Answer: D**

**Section:****Explanation:**

In B2B scenarios within the SAP Customer Data Platform, accurately identifying and managing business entities is crucial. The customer schema is designed to accommodate the complexities of B2B interactions, including the need to manage relationships between individual contacts and their associated organizations.

D . BusinessId: This predefined attribute is essential in B2B scenarios, as it serves as a unique identifier for business entities within the platform. The BusinessId allows for the clear distinction and management of business accounts, facilitating effective B2B data handling, segmentation, and personalized engagement strategies.

The inclusion of predefined attributes like BusinessId in the customer schema underscores the platform's capability to cater to both B2C and B2B environments, providing the necessary tools for comprehensive customer data management.

SAP Customer Data Platform documentation on customer schemas and B2B capabilities.

SAP help articles and best practices for managing B2B scenarios within the SAP Customer Data Platform.

**QUESTION 6**

You need to ingest some customer data into SAP Customer Data Platform while observing data compliance regulations.

What needs to be configured inside SAP Customer Data Platform before you can do this?

- A. Customer opt-in to subscription

- B. Customer consent
- C. Activity indicators
- D. Processing purposes

**Correct Answer: D**

**Section:**

**Explanation:**

Before ingesting customer data into the SAP Customer Data Platform (CDP), it is essential to configure processing purposes within the system. This is a built-in mechanism that identifies the different purposes for handling customer data that streams into and out of the system. The processing of personal data is governed by regional and local regulations, such as GDPR and CCPA. The CDP ingestion process allows businesses to ensure compliance with these regulations, restrictions, and policies applicable to customer data usage. It is important to note that the CDP ingestion process does not collect, audit, or handle the actual collection of processing purposes. Instead, it allows for storing those collected purposes and applying data governance based on those purposes. In the context of CDP, the processing purpose is sent as data points in an event from a source, and multiple processing purposes may be defined per business unit. Only those processing purposes needed for managing customer data in CDP should be added.

Reference= The detailed explanation is based on information found in the SAP Help Portal, specifically within the documentation for processing purposes in the SAP Customer Data Platform<sup>1</sup>.

#### QUESTION 7

You want to authenticate requests to event listeners created by the source server application. How can you do this? Note: There are 2 correct answers to this question.

- A. Pass the SSL certificate of the client.
- B. Pass a constructed JWT as the bearer token.
- C. Pass the one-time password generated by the REST API endpoint.
- D. Pass the user key and secret key as parameters.

**Correct Answer: B, D**

**Section:**

**Explanation:**

When using a server application to make API calls to the SAP Customer Data Platform, you can authenticate requests to event listeners by passing a constructed JWT as the bearer token or by using the user key and secret key as parameters. The use of an asymmetric RSA key pair is also mentioned, which is typically involved in the creation of a JWT. However, passing the SSL certificate of the client or a one-time password generated by the REST API endpoint is not specified as a method for authenticating these requests.

Reference= The information is based on the SAP Customer Data Platform documentation, which details the methods for signing requests to the platform<sup>1</sup>.

#### QUESTION 8

Which functionalities are always used when ingesting customer data into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Source applications
- B. Segments
- C. Audiences
- D. Events

**Correct Answer: A, D**

**Section:**

**Explanation:**

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. Reference=SAP Customer Data Platform | SAP Help Portal,How does SAP Customer Data Platform do it? - SAP Learning

#### QUESTION 9

Which of the following can be used as audience conditions? Note: There are 3 correct answers to this question.

- A. Event
- B. Action
- C. Indicator
- D. Profile attribute
- E. Segment

**Correct Answer: C, D, E**

**Section:**

**Explanation:**

In the SAP Customer Data Platform, audiences are groups of customers that marketers can target in marketing campaigns. Marketers build audiences by applying conditions to profile attributes, segments, and activity indicators. These conditions help in defining the specific characteristics of the audience members based on their profiles and behaviors. Reference=Audiences | SAP Help Portal, Creating Audiences - SAP Learning

#### QUESTION 10

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

- A. The business unit is a predefined optional attribute in the customer schema; it allows segmenting of B2B customers based on their business hierarchy.
- B. A business unit represents the part of a business responsible for maintaining ongoing business relationships with customers in a given market. A single business unit can include more than one brand.
- C. The business unit is an optional informational attribute of the Console Admin user in SAP Customer Data Platform.
- D. 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.

**Correct Answer: B**

**Section:**

**Explanation:**

In the SAP Customer Data Platform, a business unit is defined as the part of a business that is tasked with maintaining continuous business relationships with customers within a specific market. This definition implies that a business unit is not just a segment or a division, but a functional entity within the organization that directly interacts with the customer base. Furthermore, it is important to note that a single business unit can encompass multiple brands, indicating that it can operate across different product lines or service offerings under the broader corporate umbrella. Reference= This information is corroborated by the SAP Help Portal, which provides a clear definition of a business unit within the context of the SAP Customer Data Platform<sup>1</sup>.

#### QUESTION 11

Which steps are mandatory to create a processing purpose? Note: There are 3 correct answers to this question.

- A. Outbound data governance
- B. Data retention
- C. Processing purpose definition
- D. Inbound data governance
- E. Matching rules

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

To create a processing purpose within the SAP Customer Data Platform, the mandatory steps include:

Processing purpose definition: This is the core step where the actual purpose for processing personal data is defined.

Inbound data governance: This step ensures that the data being ingested into the system complies with the defined processing purposes.

Outbound data governance: This step ensures that the data being sent out of the system adheres to the processing purposes.

These steps are crucial for complying with regional and local regulations, such as GDPR and CCPA, and for applying privacy and trust to the data streaming into and out of the CDP.

Reference= The information is based on the SAP Customer Data Platform documentation which outlines the process of creating a new processing purpose and configuring inbound and outbound data governance to enforce data governance<sup>12</sup>.

### QUESTION 12

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

- A. Decision
- B. Connector
- C. Flow control
- D. Trigger
- E. Condition

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

In the context of SAP Customer Data Platform, a CX flow is designed using logic blocks that may include triggers, actions, decisions, and flow controls. Triggers are the entry points or conditions that set the context of the CX flow experience. Decisions split a CX flow based on a simple Yes-No logic so that different paths can be created within the CX flow. Flow controls help set the beginning, end, duration, and frequency of communication with a customer on their journey. Reference= The information is verified from the SAP Learning Journeys and SAP Help Portal, which detail the components of a CX flow, including triggers, actions, decisions, and flow controls<sup>12</sup>.

### QUESTION 13

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

- A. By ingesting a JSON file using an FTP server
- B. By firing the event via a Postman call
- C. By firing the action via a Postman call
- D. By using the Event Playground

**Correct Answer: D**

**Section:**

**Explanation:**

The simplest recommended way to perform a quick ingestion test to evaluate your configuration is by using the Event Playground. The Event Playground allows you to easily test application events, actions, and CX flows by ingesting a test event with test values you provide via a dedicated form. The submitted test data runs through the entire CDP flow, which is then displayed in the playground as a visualization of that flow and its results. It helps identify errors in the different steps: ingestion, schema mapping, identity resolution, CX flow steps, CX flow actions, providing transparency and confidence in the flow of data<sup>1</sup>.

Reference= SAP Help Portal: Event Playground<sup>1</sup>.

### QUESTION 14

Which tab in the customer dashboard shows the segments of the customer profile?

- A. Trust
- B. Overview
- C. Activities
- D. Details

**Correct Answer: B**

**Section:**

**Explanation:**

In the SAP Customer Data Platform, the customer dashboard provides a comprehensive view of individual customer profiles, including their attributes, behaviors, and interactions with the brand. To view the segments a customer profile belongs to:

B . Overview: The 'Overview' tab in the customer dashboard is designed to provide a holistic view of the customer profile, which includes the segments the customer is part of. This tab aggregates essential information about the customer, including demographic details, interaction history, and their categorization into various segments based on predefined criteria. This segmentation allows businesses to understand customer preferences and behaviors better, enabling targeted engagement strategies.



The 'Overview' tab serves as the central hub for accessing a broad spectrum of customer data, making it an invaluable tool for gaining insights and driving personalized customer experiences.  
SAP Customer Data Platform user guide on navigating the customer dashboard.  
Tutorials on customer segmentation and profile management within the SAP Customer Data Platform.

#### QUESTION 15

How many conditions are allowed per single segment?

- A. 200
- B. 100
- C. 300
- D. 50

**Correct Answer: A**

**Section:**

**Explanation:**

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.

Reference= This information is confirmed by the SAP Help Portal documentation on Segments and Segment Attributes within the SAP Customer Data Platform<sup>12</sup>.

#### QUESTION 16

A known customer buys a TV that is delivered late. SAP Customer Data Platform is configured to ingest the customer data for late deliveries so that the business can react and keep good customer satisfaction metrics.  
Which type of customer profile is best to use in this scenario?

- A. Contextual Customer Profile
- B. Master Customer Profile
- C. Unified Customer Profile
- D. Single Customer Profile

**Correct Answer: C**

**Section:**

**Explanation:**

The Unified Customer Profile within the SAP Customer Data Platform is designed to provide a comprehensive view of the customer by unifying various types of data from multiple sources. This profile type is best suited for scenarios where businesses need to react quickly to specific customer situations, such as late deliveries, to maintain customer satisfaction. By leveraging the Unified Customer Profile, businesses can access all relevant customer information, including activity indicators and segments the customer is part of, which is essential for timely and effective customer service.

Reference= The explanation aligns with the information provided in the SAP Customer Data Platform documentation, particularly in the sections discussing customer profiles and identity resolution<sup>123</sup>.

The Unified Customer Profile (UCP) is ideal for this scenario. Here's why:

Consolidated Data:The UCP integrates data from various sources (e.g., CRM, e-commerce, delivery systems) to create a comprehensive, 360-degree view of the customer, including their purchase history and the late delivery event.

Real-time Updates:The UCP can be updated in real-time as new data, like the late delivery information, becomes available.

Actionable Insights:The UCP enables the business to quickly identify affected customers and trigger appropriate actions for service recovery (e.g., personalized apologies, compensation), maintaining customer satisfaction.

SAP Help Portal:Unified Customer Profile in SAP CDP(Find the latest documentation on the SAP Help Portal)

#### QUESTION 17

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

- A. CX flows
- B. Audience building



- C. Extensions
- D. Activities
- E. CX journey milestone entries

**Correct Answer: A, B, E**

**Section:**

**Explanation:**

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.

Reference= 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 milestones<sup>1</sup>.

#### QUESTION 18

Which of the following are event configuration steps in a source application? Note: There are 2 correct answers to this question.

- A. Model
- B. Mappings
- C. Authentication
- D. API connection

**Correct Answer: B, C**

**Section:**

**Explanation:**

When configuring events in a source application for integration with SAP Customer Data Platform, certain key steps ensure the seamless and secure transmission of event data. Two critical components of this configuration process are:

B . Mappings: Event data often originates in formats and structures that differ from the schema used by the target system, in this case, the SAP Customer Data Platform. Mappings are essential for translating the event data structure from the source application into a format that is understood by the platform. This involves defining how each piece of data in the source event correlates to attributes within the SAP Customer Data Platform, ensuring data is ingested accurately and meaningfully.

C . Authentication: Securely transmitting event data from a source application to the SAP Customer Data Platform requires proper authentication mechanisms. This step ensures that only authorized sources can send data, maintaining the integrity and security of the data being ingested. Authentication can involve various methods, such as API keys, OAuth tokens, or other secure authentication protocols, to establish a trusted connection between the source application and the SAP Customer Data Platform.

These steps are fundamental in the event configuration process within a source application, ensuring that the data is not only correctly mapped to the SAP Customer Data Platform's schema but also securely transmitted.

SAP Customer Data Platform documentation on integrating source applications and event data ingestion.

Best practices guides for data mapping and secure authentication in the context of event configuration for SAP Customer Data Platform.

#### QUESTION 19

How would you ingest data from the database published with the JDBC interface?

- A. Create an iFlow in SAP Integration Suite and then use a custom connector to connect via the iFlow.
- B. Create a custom JDBC connector in the Connector Studio.
- C. Connect to the database using a built-in ODBC connector.
- D. Connect to the database using the built-in JDBC connector.

**Correct Answer: A**

**Section:**

**Explanation:**

To ingest data from a database that provides a JDBC (Java Database Connectivity) interface, leveraging the capabilities of the SAP Integration Suite can be an effective approach:



A . Create an iFlow in SAP Integration Suite and then use a custom connector to connect via the iFlow: SAP Integration Suite, particularly its Cloud Integration capability, allows for the creation of integration flows (iFlows) that facilitate the connection and data exchange between various systems and applications. By creating an iFlow, one can design a custom integration scenario that includes connecting to a JDBC-enabled database. This approach may involve utilizing a custom connector or adapter within the iFlow to establish the JDBC connection, thereby enabling the ingestion of data into the SAP Customer Data Platform or other SAP systems. This method provides the flexibility and power of SAP Integration Suite's integration tools, allowing for tailored data ingestion workflows that meet specific requirements, including those involving JDBC databases. SAP Integration Suite documentation on creating iFlows and custom connectors. Tutorials and guides on integrating JDBC databases with SAP systems using SAP Integration Suite.

#### QUESTION 20

Which of the following are entities and attributes that can be used to create an audience? Note: There are 3 correct answers to this question.

- A. Trigger attributes
- B. Action attributes
- C. Activity attributes
- D. Unified Customer Profile
- E. Contextual profile

**Correct Answer: C, D, E**

**Section:**

**Explanation:**

In the SAP Customer Data Platform, to create an audience, the following entities and attributes can be utilized:

Unified Customer Profile: This entity provides a consolidated view of customer data from various sources.

Contextual Profile: This entity represents a real-time snapshot of customer interactions and behaviors.

Activity Attributes: These attributes are related to customer actions and behaviors that are tracked by the platform.

These entities and attributes are essential for grouping customers into audiences, which can then be targeted in marketing campaigns. The audience configurations within the SAP Customer Data Platform include customer profile or group entity attributes, activities, activity indicators, and segments, all of which contribute to the creation of a comprehensive audience for marketing purposes<sup>12</sup>.

Reference= The information provided is aligned with the SAP Customer Data Platform documentation and learning resources, specifically the sections on creating audiences and the entities and attributes involved in this process<sup>12</sup>.

#### QUESTION 21

Which of the following steps to create an action are supported in SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Defining a scheduled polling to execute the action
- B. Defining a name, category, processing purpose, and a description for the action
- C. Dragging and dropping a JSON file that contains the schema structure onto the canvas
- D. Defining a name, data type, processing purpose, and a description for the action

**Correct Answer: B**

**Section:**

**Explanation:**

When creating an action in the SAP Customer Data Platform, it is supported to define various parameters for the action. This includes setting a name for the action, selecting an action category, choosing processing purposes, and optionally entering a description. These steps are part of the initial settings when adding an action and are crucial for categorizing and defining the purpose of the action within the platform. Reference= The steps for creating an action, including defining its name, category, processing purpose, and description, are detailed in the SAP Help Portal's guide on adding an action<sup>1</sup>.

#### QUESTION 22

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

- A. [https://accounts.<DATA\\_CENTER>.gigya.com](https://accounts.<DATA_CENTER>.gigya.com)
- B. [https://dp.<DATA\\_CENTER>.gigya.com](https://dp.<DATA_CENTER>.gigya.com)

- C. [https://cdp.<DATA\\_CENTER>.gigya.com/](https://cdp.<DATA_CENTER>.gigya.com/)
- D. [https://sap-cdp.<DATA\\_CENTER>.gigya.com](https://sap-cdp.<DATA_CENTER>.gigya.com)

**Correct Answer: C**

**Section:**

**Explanation:**

When making REST calls to the SAP Customer Data Platform, the base URL to be used is [https://cdp.<DATA\\_CENTER>.gigya.com/](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. Reference= This information is confirmed by the SAP Help Portal documentation, which provides detailed guidance on using the REST APIs for the SAP Customer Data Platform<sup>123</sup>.

#### QUESTION 23

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

- A. Activity indicators
- B. Activities
- C. Segments
- D. Profile entity

**Correct Answer: B, D**

**Section:**

**Explanation:**

Within the SAP Customer Data Platform, the customer schema can be configured to include various elements. Specifically, 'Activities' and 'Profile entity' are two components that can be configured as part of the customer schema. The 'Profile entity' is a collection of attributes associated with the customer's identity, which includes both predefined attributes and custom attributes that can be added as needed. On the other hand, 'Activities' refer to the actions or events associated with the customer, which can also be defined and included in the customer schema<sup>12</sup>.

Reference= SAP Learning: Using Customer Schema<sup>1</sup>.

SAP Help Portal: Customer Schema<sup>2</sup>.

#### QUESTION 24

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

- 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.

**Correct Answer: B**

**Section:**

**Explanation:**

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.

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.

#### QUESTION 25

What kinds of indicators can you create in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

- A. Segmented
- B. Calculated
- C. Predictive
- D. Profile
- E. Activity

**Correct Answer: B, C, E**

**Section:**

**Explanation:**

In the SAP Customer Data Platform, you can create various types of indicators to measure and understand different aspects of customer data and behavior. The types of indicators that can be created are:

Calculated Indicators: These are metrics derived from calculations based on customer data.

Predictive Indicators: These models, also known as predictive indicators, are designed to make predictions based on data patterns and are used for forecasting customer behavior such as churn probabilities or customer lifetime value<sup>1</sup>.

Activity Indicators: These indicators are created to calculate metrics and gauge the performance of various business areas based on customer activities<sup>2</sup>.

Segmented and Profile indicators are not listed as types of indicators that can be created in the SAP Customer Data Platform according to the provided resources.

Reference= The information regarding the types of indicators is supported by the SAP Help Portal and SAP Learning resources, which detail the management of predictive models and the creation of activity indicators within the SAP Customer Data Platform<sup>12</sup>.

#### QUESTION 26

What kinds of prediction can you select for a predictive indicator? Note: There are 2 correct answers to this question.

- A. Customer lifetime value
- B. Customer churn
- C. Customer order value
- D. Customer volume



**Correct Answer: A, B**

**Section:**

**Explanation:**

Within the SAP Customer Data Platform, predictive indicators are designed to make predictions based on customer profile or group and activity data. Specifically, you can select predictions for Customer lifetime value (CLV) and Customer churn. The CLV prediction is about forecasting the potential revenue a customer will generate over their lifetime, while the churn prediction estimates the likelihood of a customer ceasing to use a company's services or products<sup>1</sup>.

Reference= This information is derived from the SAP Help Portal documentation, which details the types of predictions you can configure for predictive indicators within the SAP Customer Data Platform, including churn probabilities for profiles and groups, as well as customer lifetime value for profiles and groups<sup>1</sup>.

#### QUESTION 27

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

- A. Select \* from accounts where profile.primaryEmail = 'someuseremail@emaildomain.com'
- B. select \* from profile where profile.email = 'someuseremail@emaildomain.com'
- C. select \* from contextualProfile where primaryEmail = 'someuseremail@emaildomain.com'
- D. select \* from profile where attribute.primaryEmail = 'someuseremail@emaildomain.com'

**Correct Answer: B**

**Section:**

**Explanation:**

When searching for users in the SAP Customer Data Platform, the correct query syntax to use would be:

B. select \* from profile where profile.email = 'someuseremail@emaildomain.com' This syntax is designed to query the customer profiles based on a specific email address, where profile.email refers to the email attribute

within the customer profiles. This query retrieves all profiles where the email address matches the specified value.

Using this syntax ensures that the query is correctly formatted and targeted, allowing for efficient retrieval of customer information based on specific attributes within the platform.

SAP Customer Data Platform documentation on query syntax and searching for customer profiles.

Technical guides and reference materials on constructing and executing queries within the SAP Customer Data Platform.

#### QUESTION 28

Why does SAP Customer Data Platform provide two views of the customer?

- A. To provide customer activities in one view and profile data in another
- B. To provide one profile for marketing and another for personalization
- C. To provide the right profile for every customer experience use case
- D. To provide one Unified Customer Profile with two different processing purposes

**Correct Answer: C**

**Section:**

**Explanation:**

The SAP Customer Data Platform supports two views of a single customer to ensure that the right profile is available for every customer experience use case. This is achieved through the use of matching and merge rules that unify data from various sources to create a complete view of customers. Reference= This explanation is aligned with the information provided in the SAP Customer Data Platform documentation, which outlines the platform's capabilities to connect different types of customer data and generate rich customer insights<sup>1</sup>.

#### QUESTION 29

What tools are supported by SAP Customer Data Platform to call external REST APIs? Note: There are 2 correct answers to this question.

- A. Application integration
- B. Generic Webservice Provider
- C. Connector Studio
- D. Web Client Application

**Correct Answer: B, C**

**Section:**

**Explanation:**

The SAP Customer Data Platform supports the use of the Generic Webservice Provider and Connector Studio to call external REST APIs. The Generic Webservice Provider can call any external REST API endpoints, and when the outbound action is executed, the SAP Customer Data Platform prepares the data and sends it to the configured REST API endpoint. The Connector Studio is recommended for building integrations with REST applications<sup>1</sup>.

Reference= This information is verified using the SAP Help Portal documentation on the Generic REST API Connector<sup>1</sup>.

#### QUESTION 30

You are importing orders into SAP Customer Data Platform. What is the recommended type of schema to model it?

- A. Event
- B. Profile
- C. Activity
- D. Account

**Correct Answer: C**

**Section:**

**Explanation:**

The recommended schema for modeling orders when importing them into the SAP Customer Data Platform is the Activity schema. This schema is designed to contain all potential customer activities, which include orders, service calls, service requests, marketing campaigns, registration, subscription, and more. The 'Orders' activity is specifically preconfigured in the Activities schema, and it is made up of nodes that hold activity data such as



order ID, currency description, order amount, and tax amount1.

Reference= The information is based on the SAP Customer Data Platform documentation, particularly the section on the Activity Schema found in the SAP Help Portal1.

