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QUESTION 1

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.

Correct Answer: BCE

QUESTION 2

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

A. Activate

B. Delete

C. Clone

D. Schedule

Correct Answer: AB

QUESTION 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.

Correct Answer: BDE

QUESTION 4

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

A. Using the source application

B. Using the Ingestion API

C. Uploading a CSV/JSON file in the console

D. Entering data manually in the console

Correct Answer: AB

QUESTION 5

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

A. Yes

B. 1

C. Granted

D. Allowed

Correct Answer: C

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