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**Exam** : **C-C4H630-34**

**Title** : SAP Certified Development  
Associate - SAP Customer Data  
Platform

**Vendor** : SAP

**Version** : DEMO

**NO.1** You want a customer to be included in an audience. Which data must be available for the customer?

- A. Action
- B. Activity indicator
- C. Segment
- D. Processing purpose

**Answer:** D

Explanation:

For a customer to be included in an audience within the SAP Customer Data Platform, it is essential that they have an active processing purpose, such as "Marketing consent". This processing purpose is a prerequisite for adding customers as audience members, ensuring that data governance and customer consent are respected.

References = The information is derived from the SAP Help Portal documentation on Audiences, which emphasizes the importance of having an active processing purpose for customers to be part of an audience<sup>1</sup>.

**NO.2** 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

**Answer:** A C D

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.

References = 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>.

**NO.3** How can you configure SAP Customer Data Platform to ingest tracking data from your website?

- A. Create a source SAP Customer Data Cloud application and configure the service worker on your website.
- B. Add a script to your website pages that that will make AJAX calls to the Ingestion API with the event information.
- C. Add the SAP Customer Data Platform web SDK to your website and set cookies with predefined

names.

**D.** Create a source Web Client Application and add the provided JavaScript event code to your website pages.

**Answer:** D

Explanation:

To configure SAP Customer Data Platform to ingest tracking data from your website, you need to create a Web Client Application within the SAP Customer Data Platform. After creating the application, you will load the SDK on your website. Then, you add the report function to start sending behavioral data from your website to the SAP Customer Data Platform application. The process involves setting up an application to receive events sent from your website, preparing a list of trusted domains, and creating events with all the parameters you'll be reporting, such as page views and clicks.

References = This information is verified and matched with the details provided in the SAP Customer Data Platform documentation, specifically within the Integration Guide for Web Client Application1.

**NO.4** 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.

**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:** A B

Explanation:

Customer Data Platforms (CDPs) are designed to address a variety of challenges related to customer data management and utilization. Some valid concerns that CDPs aim to solve include:

\* A. Missing enterprise consent and preference management system: CDPs provide robust mechanisms for managing customer consents and preferences across multiple channels and touchpoints.

This capability ensures that customer data is used in compliance with privacy regulations and in

\* alignment with individual customer preferences, enhancing trust and engagement.

\* B. Too many data silos: One of the core functions of a CDP is to break down data silos by aggregating customer data from various sources into a unified customer profile. This consolidation enables a more comprehensive and actionable view of the customer, supporting personalized engagement and more effective data analytics.

CDPs address these concerns by providing a centralized platform for managing customer data, enabling businesses to deliver more personalized and compliant customer experiences while gaining deeper insights into customer behaviors.

References:

\* SAP Customer Data Platform documentation on consent management and data integration capabilities.

\* Industry best practices on utilizing CDPs to overcome challenges related to data silos and consent management.

**NO.5** 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'

**Answer:** B

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.

References:

- \* 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.

**NO.6** 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.

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

**Answer:** A B

Explanation:

The SAP Customer Data Platform is distinguished by its ability to unify customer data from various sources into a single customer profile, which is a capability not typically found in CRMs or data warehouses. This unification allows for a comprehensive view of the customer and enables real-time data processing, providing insights into customer behaviors as they occur. These capabilities are essential for delivering personalized customer engagements and are a significant differentiation from other platforms that may not support real-time processing or may only handle structured data without the ability to unify it.

References = The information is based on the features highlighted in the SAP Customer Data Platform documents, which emphasize the importance of unifying customer data and the platform's real-time data processing capabilities 12345.

**NO.7** 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

**Answer: C**

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 amount<sup>1</sup>.

References = The information is based on the SAP Customer Data Platform documentation, particularly the section on the Activity Schema found in the SAP Help Portal<sup>1</sup>.

**NO.8** You want to provide user access to the SAP Customer Data Platform console using the administration features in the console. How can you do this? Note: There are 2 correct answers to this question.

- A.** By providing the correct Universe SAML Login configuration
- B.** By supplying the correct OIDC Provider configuration
- C.** By using the Admin Users functionality
- D.** By calling an Admin User REST API

**Answer: A C**

Explanation:

To provide user access to the SAP Customer Data Platform console, administrators can utilize the Universe SAML Login configuration for secure authentication via SAML Identity Provider (IdP). Additionally, the Admin Users functionality in the console allows for the management of user roles and permissions, enabling the assignment of specific access rights to users within the platform.

References = User Administration | SAP Help Portal, SAP Customer Data Platform | SAP Help Portal