



# QUESTION & ANSWER

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**Exam** : **C\_C4H630\_21**

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

**Version** : DEMO

1.What does the Overview tab display in the customer dashboard?

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

**Answer:** A

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

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

**Answer:** A,C,D

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.

**Answer:** B,D,E

4.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.

**Answer:** B,C,E

5.Which statements describe preconfigured matching rules? Note: There are 2 correct answers to this question.

- A. The Unified Customer Profile rules can be edited and re-ordered, but not deleted.
- B. The Contextual Profile rules cannot be edited or re-ordered.
- C. The Unified Customer Profile rules can be edited, re-ordered and deleted.
- D. The Contextual Profile rules cannot be edited, but can be re-ordered.

**Answer:** A,B