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NEW QUESTION: 1

Your customer data needs to be seen in the Marketing Calendar for the purpose of trade promotions. Which of the following fields are mandatory to maintain in the Custom Business Object (CBO)? Note: There are 3 correct answers to this question.

- A. Contact ID
- B. Description
- C. Start, End date
- D. Key identifier field
- E. Origin

Answer: B,C,E (LEAVE A REPLY)

NEW QUESTION: 2

In SAP Marketing Cloud, you can leverage custom fields to create your own scores and display them on the profile. Which business contexts can you choose in custom field creation so that you can use them for your score?

Note: There are 2 correct Answers to this question.

- A. Marketing: Contact and Corporate Account
- B. Marketing: Interactions
- C. Marketing: Contact
- D. Marketing: Corporate Account

Answer: (SHOW ANSWER)

NEW QUESTION: 3

Your customer has requirements that can be fulfilled by creating custom fields in SAP Marketing Cloud. These fields will also receive data from an external application through SOAP services. Which business contexts support such an enhancement? Note: There are 3 correct answers to this question.

- A. Marketing: Interaction
- B. Marketing: Corporate Account
- C. Marketing: Product Category
- D. Marketing: Contact
- E. Marketing: Interaction Product

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 4

You want to run an e-mail campaign test in your SAP Marketing Cloud quality system. Which applications need to be configured to perform this test?

- A. Campaign Execution Blacklist Sender Profiles
- B. Maintain Certificate Trust List Content Studio
- C. User Lists Campaign Execution Whitelist
- D. Campaign Execution Whitelist Sender Profiles

Answer: D (LEAVE A REPLY)

NEW QUESTION: 5

Your customer wants to improve the business process between marketing and direct or indirect sales areas. You recommend implementing the SAP Sales Cloud integration. Which business processes can you realize by integrating SAP Marketing Cloud and SAP Sales Cloud? Note: There are 2 correct answers to this question.

- A. For each lead sent through the campaign, SAP Marketing Cloud creates an opportunity interaction that is assigned to a respective contact.
- B. A delta load of all newly created opportunities in SAP Sales Cloud triggers the creation of opportunity interactions in SAP Marketing Cloud.
- C. For each lead sent through the campaign, SAP Marketing Cloud creates a lead interaction that is assigned to a respective contact.
- D. A delta load of all changes to existing opportunities in SAP Marketing Cloud triggers the creation of opportunity interactions in SAP Sales Cloud.
- E. Campaign automation in SAP Marketing Cloud triggers the creation of leads in SAP Sales Cloud.

Answer: C,E (LEAVE A REPLY)

NEW QUESTION: 6

You are using the A/B testing feature of campaign management to maximize the efficiency of your e-mail campaigns. Which determination methods for identifying the winner email

are supported in SAP Marketing Cloud? Note: There are 2 correct answers to this question.

- A. Rate of Opened Messages
- B. Unique Click Through Rate
- C. Hard Bounces
- D. Sent Messages

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 7

Which of the following business objects can be used to activate the approval process?

Note: There are 3 correct Answers to this question.

- A. Marketing plan
- B. Target group
- C. E-mail template
- D. Segmentation models
- E. Campaign

Answer: A,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 8

Which of the following parameters can be defined for a campaign in the lead nurture stream? Note: There are 3 correct answers to this question.

- A. Wait period
- B. Exclusion criteria
- C. Skip campaign
- D. Segmentation Model
- E. Create interaction

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 9

What actions can be used to rebuild the dynamic target group in SAP Marketing Cloud?

Note: There are 2 correct answers to this question.

- A. Target group release
- B. Marketing application jobs
- C. Target group assignment
- D. Campaign execution

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

You have a requirement that can be fulfilled by creating a custom business object (CBO) and enabling an OData Service. Which step is unique to this situation compared to other regular integration set up tasks for standard use cases?

- A. Create Communication System
- B. Create Communication User
- C. Create Communication Scenario
- D. Create Communication Arrangement

Answer: C (LEAVE A REPLY)

NEW QUESTION: 11

You are implementing SAP Marketing Cloud and want to integrate with another system. What is the recommended standard data load sequence to avoid data inconsistencies?

- A. 1. Interactions 2. Interaction Contacts 3. Marketing Subscriptions 4. Marketing Permissions 5. Products - Product Category
- B. 1. Interaction Contacts 2. Marketing Permissions 3. Marketing Subscriptions 4. Products - Product Category 5. Interactions
- C. 1. Interaction Contacts 2. Marketing Permissions 3. Interactions 4. Products - Product Category 5. Marketing Subscriptions
- D. 1. Marketing Permissions 2. Marketing Subscriptions 3. Interaction Contacts 4. Products - Product Category 5. Interactions

Answer: C (LEAVE A REPLY)

NEW QUESTION: 12

You want to delete the interactions of several contacts from SAP Marketing Cloud that were collected via one specific source system. Interaction information from other sources can remain in SAP Marketing Cloud. Which application jobs do you need to execute? Note: There are 2 correct Answers to this question.

- A. Contacts: Flag Contacts for Deletion Based on Target Group
- B. Contacts: Delete Flagged Contacts
- C. Interactions: Flag Interactions for Deletion
- D. Interactions: Delete Flagged Interactions

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 13

What can you do with the UI adaptation at runtime (RTA) function?

- A. Change the theme of your SAP Marketing Cloud.
- B. Show/hide attribute groups in the Segmentation Model.
- C. Modify the layout of the Contact Profile
- D. Add new fields in the Campaign app.

Answer: (SHOW ANSWER)

NEW QUESTION: 14

Why would you enable the persistence of the predictive model?

- A. To reuse the predictive model in another scenario.
- B. To save the score in profiles and use it in segmentation.
- C. To indicate the quality of the model fit.
- D. To save results for a certain time.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

Your customer wants to send a discount to every consumer as soon as they install their mobile app.

Which of the following are the correct campaign types to use? Note: There are 2 correct Answers to this question.

- A. Facebook
- B. Trigger-based
- C. Mobile Campaign
- D. Paid search

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

You have created custom fields and need them to be visible in Segmentation and Content Studio. How can you ensure that they are shown?

- A. In the Custom field and Logic app, edit the custom field and enable Segmentation Usage in UIs and Reports.
- B. In the Marketing Extensibility app, go to Assign to Segmentation and set the field visible for the appropriate Business Context and Segmentation Object.
- C. In the Segmentation Configuration app, navigate to the appropriate data sources that are used for the Segmentation Object and mark the corresponding attributes as visible.
- D. In the Custom Fields and Logic app, edit the custom field and select the appropriate Business Context and Segmentation Object.

Answer: A,C ([LEAVE A REPLY](#))

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NEW QUESTION: 17

Your customer is running trigger-based campaigns based on event registrations, and needs to change the content and target group within the campaign. What are the correct steps to execute?

- A. Stop existing campaign and create a new campaign
- B. Pause existing campaign and resume existing campaign
- C. Stop existing campaign and create a campaign template
- D. Pause existing campaign and create a new campaign

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

You want to adapt or extend the standard reporting options. What underlying technology is used for this?

- A. Analytics Stories
- B. Operational Reports
- C. Custom Analytical Queries
- D. Custom CDS views

Answer: C (LEAVE A REPLY)

NEW QUESTION: 19

When importing actual data from SAP ERP, where is the data associated to the campaign shown?

- A. Performance area
- B. Spend area
- C. Content area
- D. Collaboration area

Answer: B (LEAVE A REPLY)

NEW QUESTION: 20

Why would you enable the persistence of the predictive model?

- A. To save results for a certain time.
- B. To indicate the quality of the model fit.
- C. To save the score in profiles and use it in segmentation.
- D. To reuse the predictive model in another scenario.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 21

You are using the A/B testing feature of campaign management to maximize the efficiency of your e-mail campaigns. Which determination methods for identifying the winner email are supported in SAP Marketing Cloud? Note: There are 2 correct Answers to this question.

- A. Rate of Opened Messages

- B. Unique Click Through Rate
- C. Hard Bounces
- D. Sent Messages

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 22

You want to implement Product Recommendations and you need to simulate the results before the e-mail with recommendations is sent. In which of the following apps can you preview the result of your new or updated configuration? Note; There are 2 correct answers to this question.

- A. Recommendations Scenarios
- B. Recommendations Model Types
- C. Recommendation Models
- D. Manage Recommendations

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 23

Which term describes a campaign that uses e-mail and external platforms such as Data Management Platform (DMP)?

- A. External Campaign
- B. E-mail Campaign
- C. Multichannel Campaign
- D. Trigger-based Campaign

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

What application lets you create target groups based on selected attribute values?

- A. Predictive Studio
- B. Segmentation Modeling
- C. Score Builder
- D. Segmentation Configuration

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 25

What actions can be used to rebuild the dynamic target group in SAP Marketing Cloud?

Note: There are

2 correct Answers to this question.

- A. Target group release
- B. Marketing application jobs
- C. Target group assignment
- D. Campaign execution

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

You have used A/B testing to find out which e-mail message is the most efficient for your campaign. You now want to run a test where some members do not receive any content at all. Therefore, you want to use a control group. What are the steps required to execute the A/B testing using a control group?

- A. Control groupTarget groupEmail templateCampaign
- B. Control groupEmail templateCampaignLoad data in target group
- C. Control groupEmail templateMarketing approvalCampaign
- D. Control groupRecalculate SegmentsEmail templateCampaign

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 27

What applications can you use to bring extensibility-related developments from the quality to the production system within SAP Marketing Cloud?

- A. Export and Import Software Collection
- B. Export and Import Data (CSV)
- C. Export and Import Business Object Metadata
- D. Export and Import Segmentation Configuration

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 28

A B2B company did a redistribution in their SAP ERP system where each account received a new account team member. They need to change the data within SAP Marketing Cloud in order to continue their current campaigns. What Odata Services should be used to perform the update? Note: There are 2 correct Answers to this question.

- A. API_MKT_INTERACTION_SRV
- B. API_MKT_CMPGN_SUCCESS_IMPORT_SRV
- C. API_MKT_CONTACT_SRV
- D. CUAN_BUSINESS_PARTNER_IMPORT_SRV

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 29

From which systems can you perform initial and delta loads of customers, contacts, and consumers into SAP Marketing Cloud?

- A. SAP Supplier Relationship Management
- B. SAP Customer Relationship Management
- C. SAP Cloud for Customer
- D. SAP Solution Manager
- E. SAP ERP 6.0 or higher

Answer: B,C,E (LEAVE A REPLY)

NEW QUESTION: 30

You want to load your contacts from SAP CRM, SAP Commerce, and Facebook into SAP Marketing Cloud.

Based on the assumptions below, what would be your setup?

- A.** SAP CRM Priority = 10, one per contact = Yes SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 45, one per contact = Yes
- B.** On Facebook, a customer can have multiple profiles. SAP CRM is the most trustworthy source of information.
- C.** SAP CRM Priority = 10, one per contact = No SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 45, one per contact = No
- D.** SAP CRM Priority = 45, one per contact = No SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 10, one per contact = No
- E.** SAP CRM Priority = 45, one per contact = Yes SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 10, one per contact = No

Answer: D (LEAVE A REPLY)

NEW QUESTION: 31

How do you reach customers on their birthday that have enrolled in the loyalty program and that have made at least two purchases in the last month?

- A.** Build a control group and assign it as a target group in the campaign designer.
- B.** Build a static target group and assign it as a target group in the campaign designer.
- C.** Build a dynamic target group and assign it as a target group in the campaign designer.
- D.** Build a live target group and assign it as a target group in the campaign designer.

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 32

Which types of campaign and target group cannot be associated? Note: There are 2 correct Answers to this question.

- A.** A trigger-based campaign cannot be associated with a live target group.
- B.** A trigger-based campaign cannot be associated with a dynamic target group.

- C. A trigger-based campaign cannot be associated with a static target group.
- D. A multi-channel campaign cannot be associated with a dynamic target group.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 33

When it comes to best practices and how to configure your data sources, what needs to be considered with regard to interactions? Note: There are 2 correct answers to this question.

- A. Load master data and transactional data in one package for a given API.
- B. Use standard interaction types where possible.
- C. Use the same interaction types for the same events.
- D. Load interactions before creating the respective contacts.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 34

You want to integrate SAP Marketing Cloud and SAP Analytics Cloud using single sign-on. What is the Business Role in SAP Analytics cloud that you need to perform this task?

- A. BI Admin
- B. System Administrator
- C. System Owner
- D. Application Creator

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 35

Which features are available for both public and private budget plans in the Budget Plans application? Note: There are 3 correct answers to this question.

- A. Adjusting a planned budget and showing a planned budget by media type
- B. Allocating budget
- C. Publishing budget plans
- D. Showing and using a reference measure
- E. Exporting planning data to file

Answer: A,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 36

Which of the following statements describe Account Based Marketing? Note: There are 2 correct answers to this question.

- A. Engagement with accounts and contacts is possible only via third party executed campaigns.
- B. As a precondition, you need success data of externally executed campaigns in SAP Marketing Cloud system.
- C. Engagement with accounts and contacts is possible via personalized campaigns executed in SAP Marketing Cloud.

D. It is a strategy that coordinates marketing and sales activities to drive business growth with a targeted set of accounts.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Your customer is a manufacturer that currently executes campaigns for both B2B and B2C contacts.

Which system flags store the business relationships of these contacts? Note: There are 2 correct Answers to this question.

- A. SAPCRMBusinessPartnerId
- B. IsContact
- C. SAPERPAccountId
- D. IsConsumer

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 38

Which application can be used to perform the following tasks?View import messages across the landscape and decide what action to take.Correct errors in the Marketing or in the source systems in a timely fashion and restart imports.Analyze imports and messages by multiple dimensions, and quickly resolve issues.Identify system issues that may have been previously hidden.

- A. Data Load Monitor
- B. Application Log
- C. Browse Contact Data
- D. Import Monitor

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 39

You want to recommend products and services that consumers tend to purchase at the same time, to offer a quick and better customer experience in all of your channels. Which algorithms should you use?

- A. Often Bought Together (Interactions)Often Bought Together Across Transactions (Interactions)
- B. Top Sellers (Interactions)Often Bought Together (Interactions)
- C. Position a ProductOften Bought Together Across Transactions (Interactions)
- D. Recently Purchased Items (Interactions)Often Bought Together (Interactions)

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 40

You are receiving sales order data from different channels and you would like to differentiate by channel on the contact profile to better understand the journey of the

customer. Which of the following the settings are needed to allow this? Note: There are 3 correct Answers to this question.

- A. Assign an interaction type to communication medium
- B. Create interaction reason
- C. Assign media type
- D. Create and assign interaction channel
- E. Create interaction type

Answer: A,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 41

You want to provide your customers with the most relevant offers for summer, based on their gender and age. What do you need to create in SAP Marketing Cloud to do this?

Note: There are 3 correct answers to this question.

- A. Offer
- B. Offer Recommendation
- C. Buying propensity score
- D. Campaign
- E. Segmentation profile

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 42

Which key figures can you use to evaluate the effectiveness of a recommended scenario?

- A. Impressions
- B. Model status
- C. Conversion rate
- D. Click-through rate
- E. Activated e-mails

Answer: A,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 43

Which communication mediums can be maintained via the campaign execution blacklist?

Note: There are 2 correct answers to this question.

- A. E-mail
- B. Push notification
- C. SMS
- D. Facebook

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 44

You have created custom fields and need them to be visible in Segmentation and Content Studio. How can you ensure that they are shown?

- A.** In the Custom Fields and Logic app, edit the custom field and select the appropriate Business Context and ^ Segmentation Object.
 - B.** In the Marketing Extensibility app, go to Assign to Segmentation and set the field visible for the appropriate ^ Business Context and Segmentation Object.
 - C.** In the Custom field and Logic app, edit the custom field and enable Segmentation Usage in UIs and Reports.
 - D.** In the Segmentation Configuration app, navigate to the appropriate data sources that are used for the Segmentation Object and mark the corresponding attributes as visible
- Answer: B ([LEAVE A REPLY](#))**

NEW QUESTION: 45

The values for gender maintained in SAP Marketing Cloud are as follows: ID Value F Female M Male You have connected a third-party system to your SAP Marketing Cloud system and the value in the gender field in the third-party system is Woman/Man. Once the contact data is uploaded into SAP Marketing Cloud what application can be used to resolve this discrepancy?

- A.** User lists
- B.** Manage interest
- C.** Map free text
- D.** User interface adaption

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

You are implementing SAP Marketing Cloud and want to integrate with another system. What is the recommended standard data load sequence to avoid data inconsistencies.

- A.** 1. Interactions2. Interaction Contacts3. Marketing Subscriptions4. Marketing Permissions5. Products - Product Category
- B.** 1. Interactions2. Interaction Contacts3. Marketing Subscriptions^ Marketing Permissions5. Products - Product Category
- C.** 1. Interaction Contacts2. Marketing Permissions3. Interactions^ Products - Product Category5. Marketing Subscriptions
- D.** 1. Marketing Permissions2. Marketing Subscriptions3. Interaction Contacts4. Products - Product Category5. Interactions
- E.** 1. Interaction Contacts2. Marketing Permissions3. Marketing Subscriptions4. Products - Product Category5. Interactions

Answer: E ([LEAVE A REPLY](#))

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NEW QUESTION: 47

Your customer wants to use a set of attributes for segmentation. The attributes are available in an existing data source. Which configuration app can you use to assign the existing data source?

- A. Assign to Segmentation
- B. Key Mapping of Segmentation Objects
- C. Segmentation Objects and Attributes
- D. Data Sources

Answer: B (LEAVE A REPLY)

NEW QUESTION: 48

You have two groups of business users in your company. The first group focus on creating the segmentation models and target group. The second group focus on creating and modifying e-mails and e-mail templates. Each group should only be able to access their own apps. What tasks need to be performed to achieve this? Note: There are 2 correct Answers to this question.

- A. Assign the relevant business catalogs to the created business roles.
- B. Create two business catalogs, one for each type of business user.
- C. Create two business roles, one for each type of business user.
- D. Maintain the catalog roles first and then create the business roles.

Answer: A,B (LEAVE A REPLY)

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