

SAP.C_C4H260_01.v2022-06-20.q31

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NEW QUESTION: 1

You want to bring multiple branches together for a campaign and simplify it by merging. What are the important points to consider when using this functionality? Note: There are 2 correct answers to this question.

- A. As soon as one contact enters a No-branch, the contact cannot move back to the corresponding Yes-branch.
- B. You can merge branches in the Campaign Designer irrespective of the e-mail sent in the original branches.
- C. As soon as one contact enters a No-branch, the contact can move back to the corresponding Yes-branch.
- D. Merged branches are always combined with an OR condition.

Answer: C,D ([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
- B. Marketing: Corporate Account
- C. Marketing: Interactions
- D. Marketing: Contact and Corporate Account

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 3

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

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

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

NEW QUESTION: 4

Your customer wants to segment consumers based on a predictive key performance indicator that indicates the buying propensity for a specific product. Therefore, you are creating a predictive model in the Predictive Studio. What object can you assign as a training set in the Predictive Model?

- A. Segmentation model
- B. Interaction Type
- C. Segmentation profile

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

NEW QUESTION: 5

Which integration scenarios are supported when you set up integration between SAP Marketing Cloud and SAP Cloud for Customer as a standard offering?

- A. Call qualification
- B. Marketing lead management
- C. Sales orders
- D. Activities for sales
- E. Tickets

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 6

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

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 7

Your marketers are each responsible for different regions and should only have access to the contacts in their own market. How can you implement this data access control? Note: There are 2 correct Answers to this question.

- A. Maintain the marketing permissions.
- B. Maintain the communication user.
- C. Maintain the business roles.
- D. Maintain the marketing areas.

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

NEW QUESTION: 8

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 Marketing Extensibility app, go to Assign to Segmentation and set the field visible for the appropriate ^ Business Context and Segmentation Object.
- B. In the Custom Fields and Logic app, edit the custom field and select 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 field and Logic app, edit the custom field and enable Segmentation Usage in UIs and Reports.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

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

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

NEW QUESTION: 10

You want to integrate SAP Marketing Cloud and SAP Commerce. Which objects can be integrated between the two systems as part of the standard offering? Note: There are 3 correct Answers to this question.

- A. Coupons
- B. Agreements
- C. Order
- D. Master Data
- E. Product Recommendation

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

A company plans their budget for each brand by country, region, industry, and media types. For this company, the manufacturing industry is not relevant for the Bahamas. Assume that the relevant marketing areas, media types, and custom dimensions have been created. What are some key steps to consider when you are creating the planning model for this company?

Note: There are 2 correct Answers to this question.

- A. Select relevant standard and custom dimensions and select the option to use media types.
- B. Define industries by country using the Dimension Relationships app.
- C. Assign media types to the lowest level of the planning hierarchy.
- D. Ensure that markets are defined and their values are maintained in the system.

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

NEW QUESTION: 12

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

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

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

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

NEW QUESTION: 14

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

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

NEW QUESTION: 15

You want to change an attribute label in segmentation to make it more user friendly. How can you do this?

- A. Choose the relevant data source for the segmentation object and add the desired attribute label.
- B. Change the attribute label in the Manage Your Solution app.
- C. Change the attribute label directly in the Segmentation Models app.
- D. Choose the segmentation profile in the Segmentation Configuration app and change the attribute label.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

How does SAP Marketing Cloud support services with long term agreements? Note: There are 2 correct answers to this question.

- A. By grouping marketing objects, such as programs and campaigns
- B. By running campaigns to prolong contracts
- C. By triggering up-selling to higher valued product bundles
- D. By allocating budget for marketing activities and plan budgets

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

You have created your own custom business object and want to upload data to it using an OData service. Where do you find the URL for this custom business object?

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

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

NEW QUESTION: 19

Which Core Data Services (CDS) view types are typically called by analytical tools such as SAP Analytics Cloud or the Query Browser?

- A. Composite views
- B. Basic views
- C. Reuse views
- D. Consumption views

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

NEW QUESTION: 20

In your SAP Marketing Cloud system, the e-mail address is configured as "shareable". Hence, more than one customer can have the same email address. For each e-mail address you want to send out a newsletter only once. Where would you assign the retention period when using the random operation?

- A. Target group configuration General settings
- B. Target group configuration Settings for individual segmentation objects
- C. Target group configuration Mapping of segmentation object keys to member components
- D. Target group configuration Default segmentation objects for individual member types

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

NEW QUESTION: 21

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 static target group and assign it as a target group in the campaign designer.
- B. Build a live 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 control group and assign it as a target group in the campaign designer.

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

NEW QUESTION: 22

You want to modify the creation of the best record. What are the correct steps to implement the custom logic? Note: There are 3 correct Answers to this question.

- A. Export in Manage Your Solution by creating a change project.

- B. Create an implementation description using ABAP for key users.
- C. Test custom logic using predefined test variants.
- D. Create filter conditions via Live Target Groups.
- E. Publish an implementation description to your test system.

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

NEW QUESTION: 23

Which out-of-the-box actions are available for campaigns?

- A. Create a call list in SAP CRM
- B. Create a lead in SAP CRM.
- C. Create a lead in SAP Cloud for Customer
- D. Create an opportunity in SAP CRM.
- E. Create an opportunity in SAP Cloud for Customer.

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

NEW QUESTION: 24

You want to import/export data to/from SAP Marketing Cloud. Which applications do you need to configure to use the standard APIs? Note: There are 3 correct answers to this question.

- A. SAP Cloud Platform Extensions
- B. Communication Categories and Limits
- C. Communication Arrangement
- D. Communication Users
- E. Communication Systems

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

NEW QUESTION: 25

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_CONTACT_SRV
- B. API_MKT_INTERACTION_SRV
- C. CUAN_BUSINESS_PARTNER_IMPORT_SRV
- D. API_MKT_CMPGN_SUCCESS_IMPORT_SRV

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

NEW QUESTION: 26

You want to create a custom business object and there are three options to load data into it. What UI can you use to show the custom business object's data fields?

- A. Contact list

- B. Contact profile
- C. Corporate account list
- D. Segmentation models

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

NEW QUESTION: 27

You want to create an engagement score that behaves differently depending on the country the contact comes from and the timestamps of the interactions. Which rules allow you to meet your requirements with one score? Note: There are 2 correct Answers to this question.

- A. The system automatically detects the context where the score is executed and selects the best-fitting rule model for score calculation.
- B. If a rule consists of more than one condition, they are always logically combined by OR.
- C. A score can have more than one rule model, because rules can have different validity and application scope.
- D. If two rule models with the same validity are active, no rule model is executed.

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

NEW QUESTION: 28

Which of the following business objects can be used to activate the approval process? Note: There are 3 correct answers to this question.

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

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

NEW QUESTION: 29

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

In SAP Marketing Cloud, what SAP Fiori application can you use to detect problems when integrating SAP Marketing Cloud with SAP Sales Cloud?

- A. Import Monitor
- B. Marketing Application Jobs
- C. Browse Contact Data
- D. Data File Load

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

NEW QUESTION: 31

You have defined several marketing areas for campaign execution in your SAP Marketing Cloud system. What steps do you have to execute to send birthday e-mails to all contacts across those marketing areas?

- A. Create Target Groups, Campaign templates, and Content templates by marketing area.
- B. Create Target Groups, Campaigns, and Content by marketing area and communication category.
- C. Create one Target Group, Campaign, and Content for all marketing areas.
- D. Create Target Groups, Campaigns, and Content by marketing area.

Answer: ([SHOW ANSWER](#))

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