

## SAP.C-C4HMC92.v2022-02-25.q43

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### NEW QUESTION: 1

How does SAP Analytics access SAP Marketing Cloud data?

- A. Through a nightly job that transfers data from the Marketing Cloud to SAP Analytics
- B. Through replication from Marketing Data to the Analytics tool
- C. Through replication from Marketing Data to SAP Customer Data Cloud, which then replicates to Analytics
- D. Through CDS-views (Core Data Services), with no need for replication

**Answer: D (LEAVE A REPLY)**

### NEW QUESTION: 2

Which of the following enables the marketing experts to run analytics stories, and reports based on predefined CDS views.

- A. Analytics and Reports Gallery
- B. Customer Journey Insight
- C. Sentiment Engagement
- D. Profile Dashboard

**Answer: B (LEAVE A REPLY)**

### NEW QUESTION: 3

Your customer has a situation where some e-mail addresses are used by multiple consumers (for example, a family account).

What configuration in SAP Marketing Cloud do you have to perform to associate a single e-mail address with multiple family members?

- A. Make the Contacts ID Origin for Email shareable
- B. Enhance the Interaction Contact entity by using the Custom Field and Logic app
- C. Implement the enhancement option "Revise Interaction Data Before Import"
- D. Create multiple Origin of Contact IDs with type Email

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

#### **NEW QUESTION: 4**

Which SAP C/4HANA solution should you use to plan budget for lead-generating activities?

- A. SAP Service Cloud
- B. SAP Sales Cloud
- C. SAP Demand Forecasting
- D. SAP Marketing Cloud

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

#### **NEW QUESTION: 5**

A business scenario can include one or more scope items.

- A. Incorrect
- B. Correct

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

#### **NEW QUESTION: 6**

What are the prerequisites for including product recommendations in campaign? (2)

- A. Communication medium in the scenario must be email
- B. Generation refresh rate must be less than 24 hours
- C. Algorithms must NOT be optimized
- D. Products must be uploaded to your system

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

#### **NEW QUESTION: 7**

Progressive profiling is when a customer starts out accessing your site anonymously and as trust grows, he/she starts providing more data about himself, like by creating a registered user

- A. Incorrect
- B. Correct

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

**NEW QUESTION: 8**

What can you do with SAP Analytics Cloud and the embedded analytics in SAP Marketing Cloud?

- A. You can integrate SAP Marketing Cloud with SAP Analytics Cloud using System Landscape Transformation
- B. You can create your own query using the Custom Analytical Queries application
- C. You can create your own query using the Design Studio application in SAP Marketing Cloud
- D. You can integrate SAP Marketing Cloud with SAP Analytics Cloud using pre-built integration flows

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 9**

Why would you enable the persistence of the predictive model?

- A. To save the score in profiles and use it in segmentation
- B. To save results for a certain time
- C. To define more than one rule
- D. To indicate the quality of the model fit

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 10**

Your customer wants to delete consumer information from SAP Marketing Cloud that was collected via one specific source system. Consumer information from other sources can remain in the Best Record in SAP Marketing Cloud. Which application jobs do you need to execute? (2)

- A. Contacts: Flag Contacts for Deletion
- B. Contacts: Flag Contact IDs for Deletion
- C. Contacts: Delete Flagged Contacts
- D. Contacts: Delete Flagged Contact IDs

**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 11**

Which target groups are associated with campaigns? (3)

- A. A trigger-based campaign can be associated with a live target group
- B. A trigger-based campaign can be associated with a static target group
- C. A trigger-based campaign can be associated with a dynamic target group
- D. A multi-channel campaign can be associated with a dynamic target group
- E. A multi-channel campaign can be associated with a static target group

**Answer: A,D,E (LEAVE A REPLY)**

**NEW QUESTION: 12**

What can you do with the Add Custom View App in SAP Marketing Cloud? (3)

- A. Import scripted views that are modeled in an SAP HANA system
- B. Export an existing graphical calculation view along with the associated views and tables
- C. Import the calculated views that are modeled in an SAP HANA system
- D. Export standard or custom Business Object tables to an SAP HANA system
- E. Import analytic views that are modeled in an SAP HANA system

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

#### **NEW QUESTION: 13**

What is the technology basis for analytics in SAP Marketing Cloud?

- A. Core Data Services (CDS) views in SAP HANA
- B. Calculation views in SAP HANA
- C. InfoCubes in SAP BW
- D. SQL stored procedures in SAP HANA

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 14**

You are building a customer-specific score using the Score Builder. Where can you consume this score? (2)

- A. Sentiment Engagement
- B. Consumer/contact profile
- C. Programs
- D. EH Segmentation

**Answer: B,D (LEAVE A REPLY)**

#### **NEW QUESTION: 15**

Where do you maintain rule expressions when creating a suppression rule?

- A. In the decision table
- B. In rule sets
- C. In the rules framework
- D. In rules

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 16**

In what UI can you show data fields from Custom Business Objects?

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

**Answer: D (LEAVE A REPLY)**

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**NEW QUESTION: 17**

Which of the following are communication prerequisites for integrating SAP Marketing Cloud with public APIs? (3)

- A. Assign communication system to the communication scenario
- B. Assign communication users to the communication system
- C. Activate the scenario to enable communication
- D. Create a communication system
- E. Create a communication arrangement

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

**NEW QUESTION: 18**

What refers to a self-contained and reusable entity of predefined content for the implementation of a business process.

- A. All of these
- B. A scope item
- C. None of these
- D. A business scenario

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 19**

How does merging and matching work in SAP Marketing Cloud? (2)

- A. The name is used as an additional criterion to achieve a sufficiently high level of confidence to perform a v u match
- B. The consumer account ID is used as an additional criterion to achieve a sufficiently high level of coincidence to perform a match
- C. Matching logic works against existing records and against simultaneously imported data
- D. The number of best records can be configured for each contact

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 20**

You are creating a predictive model that should, in general, only apply to contacts from specific countries. How can you restrict the validity of a predictive model?

- A. Provide a training set that contains only contacts from specific countries
- B. Assign a marketing area to predictive model
- C. Use the Segmentation Builder to select relevant countries
- D. Add an applicable scope for the countries

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 21**

Your customer wants to integrate consumer master data from multiple source systems with different data quality. What should you do to ensure that the most reliable data sources are given preference when the best record is built in SAP Marketing Cloud?

- A. Load the more reliable data source before other ones
- B. Make sure the source system is sending the Validation Status attribute
- C. Set up a communication medium for each source system
- D. Configure the priority for each Origin of Contact ID

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 22**

You want to provide agile and real-time analytics with data coming from multiple data sources in SAP Marketing Cloud.

What tool do you use to visualize the data?

- A. SAP Smart Business, executive edition
- B. SAP Analytics Cloud
- C. SAP BusinessObjects Design Studio
- D. SAP S/4HANA embedded analytics

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 23**

Your customer wants to perform campaigns based on shopping cart abandonment. What campaign type do you recommend?

- A. Facebook campaign
- B. Trigger-based
- C. Paid search
- D. Target group-based

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 24**

Select the last step in creating a Custom CDS view

- A. Define the name and the description of the new custom view
- B. Expose the custom CDS view as OData service for external usage
- C. Assign the mapping fields of the associated data sources to the fields of the primary data source

D. Select a data source that should be used as a primary data source

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

**NEW QUESTION: 25**

Which business contexts support enhancements of the SOAP APIs? (3)

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

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

**NEW QUESTION: 26**

Which configuration activities are required when using marketing areas? (2)

- A. Assign the required roles and restrictions for users
- B. Set up the marketing areas
- C. Activate the usage of marketing areas in campaign execution
- D. Maintain marketing areas in the Provider Credentials App

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

**NEW QUESTION: 27**

According to the SAP Best Practices, what should you consider when deciding the data sources for your SAP Marketing Solution? (3)

- A. Defining Campaign Templates
- B. Automatic/Manual Integration of data
- C. Defining Interaction Types
- D. Defining Budget Plans
- E. Defining Origins

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

**NEW QUESTION: 28**

You want to see sales order interactions on the contract profile and be able to differentiate and filter on Web shop orders or physical store orders. How do you configure this? (2)

- A. Define media types for both the web shop and physical store
- B. Assign an interaction type and communication medium to the interaction channel
- C. Assign media types and an interaction type to the communication medium
- D. Set up separate interaction channels for the web shop and physical store

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

**NEW QUESTION: 29**

As well as leads, what is synchronized between SAP Marketing Cloud and SAP Sales Cloud? (Select 2)

- A. Campaigns
- B. Segmentation models
- C. Promotions
- D. Accounts

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

#### **NEW QUESTION: 30**

In a given business scenario, the priority of the information based on data received from a landing page is higher than the priority of the data received from SAP CRM. What app allows you to prioritize the information?

- A. Marketing Extensibility
- B. Manage Your Solution
- C. Communication Arrangements
- D. Segmentation Configuration

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 31**

In SAP Marketing Cloud Planning and Performance, which of the following is used to do top-down planning?

- A. SAP Advanced Planning and Optimization
- B. Budget Planning
- C. Detailed Spend Planning
- D. Customer Business Planning

**Answer: (SHOW ANSWER)**

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#### **NEW QUESTION: 32**

What app do you use to transfer custom fields and form templates from a Quality system to a Production system?

- A. Extensibility Inventory
- B. Customs Catalog Extensions

- C. Manage Your Solution
- D. Export Software Collection

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

**NEW QUESTION: 33**

You have prepared an analytical report using the Design Studio application in SAP Marketing Cloud. How can you provide this analytical report to another user? (2)

- A. Download the report results using the Export to Excel functionality
- B. Mark the analytical query as favorite using the Favorite functionality
- C. Save an analytical report as a tile using the Save as Tile functionality
- D. Send the link to the analytical report using the Send E-mail functionality

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

**NEW QUESTION: 34**

Predictive Studio offers facility to

- A. All of these
- B. define the details needed for the scenario
- C. select a predictive scenario
- D. create a predictive model

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

**NEW QUESTION: 35**

You are creating a predictive model that should, in general, only apply to contacts from specific countries.

How can you restrict the validity of a predictive model?

- A. Add an applicable scope for the countries
- B. Assign a marketing area to predictive model
- C. Provide a training set that contains only contacts from specific countries
- D. Use the Segmentation Builder to select relevant countries

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

**NEW QUESTION: 36**

Which of these are characteristics of a recommendation model? (3)

- A. A recommendation model can be assigned to more than one model type
- B. Recommendations are provided based on the algorithms used in the recommendation model
- C. Algorithms consume data sources according to their configuration
- D. Each step of a recommendation model can have a maximum of one algorithm
- E. Recommendation models can be assigned to recommendation scenarios

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

**NEW QUESTION: 37**

From which systems can you perform initial and delta loads of customers, contacts and consumers into SAP Marketing Cloud? (3)

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

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

**NEW QUESTION: 38**

In SAP Marketing Cloud, how can you determine the buying intent of a contact?

- A. Marketing Permissions
- B. Planned Spend
- C. Interactions
- D. Marketing Programs

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

**NEW QUESTION: 39**

Marketing locations can be used to

- A. Segment your contacts based on marketing location attributes to better target follow-up campaigns.
- B. Personalize campaigns, for example, by including a contact's marketing location in an email campaign.
- C. All of these
- D. Enrich contacts with the interactions' marketing location to better understand their most recent or most frequent marketing location.

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

**NEW QUESTION: 40**

Which apps allow you to perform marketing extensibility operations related to Custom Fields, Custom Business Objects and Custom Views? (3)

- A. Communication Categories and Limits
- B. Export Software Collection
- C. Segmentation Configuration
- D. Import Data
- E. Manage your Solution

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

**NEW QUESTION: 41**

You have created your own 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: 42**

What refers to a sequence of business processes designed to achieve key business objectives.

- A. A scope item
- B. All of these
- C. A business scenario
- D. None of these

**Answer: C (LEAVE A REPLY)**

#### **NEW QUESTION: 43**

In Predictive Studio, uploading of the score values in the model fit can be done by

- A. the Scores API only
- B. a CSV file only
- C. a CSV file or the Scores API.

**Answer: C (LEAVE A REPLY)**

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