

## SAP.C\_C4H260\_01.v2022-02-02.q52

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### NEW QUESTION: 1

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

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

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

### NEW QUESTION: 2

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

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

### 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. Performance area
- D. Collaboration area

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

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

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

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

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

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

When working with the Lead Nurture Stream app, you can define multiple lead stages and multiple campaigns for each stage. What is the maximum number of stages that can be defined and the maximum number of campaigns per stage?

- A. Seven stages and each stage can have a maximum of 15 campaigns.
- B. Five stages and each stage can have a maximum of 10 campaigns.
- C. As many as required and each stage can have a maximum of 15 campaigns.
- D. Three stages and each stage can have a maximum of 10 campaigns.

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

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

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

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

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

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

You want to customize e-mail content based on consumers' buying behavior in the Web shop. Which settings do you need to change in the Content Studio?

- A. Tags
- B. Personalization

- C. Structure Changeable
- D. Communication Category

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

#### **NEW QUESTION: 8**

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

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

#### **NEW QUESTION: 9**

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. Publishing budget plans
- C. Showing and using a reference measure
- D. Allocating budget
- E. Exporting planning data to file

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

#### **NEW QUESTION: 10**

You want to create a predictive key performance indicator (KPI) that determines the buying propensity for a specific product. Which data is essential for creating these types of predictive models? Note: There are 2 correct Answers to this question.

- A. Product master data
- B. Items of interest
- C. Sales order interactions
- D. Product categories

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

#### **NEW QUESTION: 11**

You are launching a campaign to update the marketing permissions of all your customers. Which of the following content types can you use? Note: There are 3 correct Answers to this question.

- A. Push notifications
- B. LINE messages
- C. Landing pages
- D. E-mails
- E. Forms

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

#### **NEW QUESTION: 12**

You can perform extensibility on SAP Marketing Cloud with the help of the following activities: Export standard or custom business object tables to an SAP HANA system. Export an existing graphical calculation view along with the associated views and tables. Import the calculation views that are modeled in an SAP HANA system. Which app can you use to do these activities?

- A. User Interface Adaptation app
- B. Custom Fields and Logic app
- C. Add Custom View app
- D. Custom CDS Views app

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

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

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 System
- C. Communication Arrangement
- D. Communication User

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

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

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. Merged branches are always combined with an OR condition.
- C. As soon as one contact enters a No-branch, the contact can move back to the corresponding Yes-branch.

D. You can merge branches in the Campaign Designer irrespective of the e-mail sent in the original branches.

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

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

Your customer is already live and requires a new key performance indicator (KPI) in segmentation.

Which apps would you use to do this?

- A. Add Custom View Marketing Extensibility Export Software Collection
- B. Import Data Marketing Extensibility Export Software Collection
- C. Import Data Segmentation Configuration Export Software Collection
- D. Add Custom View Segmentation Configuration Export Software Collection

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

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

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

**Answer: (SHOW ANSWER)**

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#### **NEW QUESTION: 17**

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. Exclusion Criteria
- B. Wait Period

- C. Segmentation Model
- D. Create Interaction
- E. Skip Campaign

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

#### **NEW QUESTION: 18**

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

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

#### **NEW QUESTION: 19**

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 control group and assign it as a target group in the campaign designer.
- D. Build a dynamic target group and assign it as a target group in the campaign designer.

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

#### **NEW QUESTION: 20**

When working with the Lead Nurture Stream app, you can define multiple lead stages and multiple campaigns for each stage. What is the maximum number of stages that can be defined and the maximum number of campaigns per stage?

- A. Three stages and each stage can have a maximum of 10 campaigns.
- B. As many as required and each stage can have a maximum of 15 campaigns.
- C. Five stages and each stage can have a maximum of 10 campaigns.
- D. Seven stages and each stage can have a maximum of 15 campaigns.

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

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

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 two rule models with the same validity are active, no rule model is executed.

C. A score can have more than one rule model, because rules can have different validity and application scope.

D. If a rule consists of more than one condition, they are always logically combined by OR.

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

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

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 Product

B. Marketing: Interaction

C. Marketing: Contact

D. Marketing: Corporate Account

E. Marketing: Product Category

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

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

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

A. Sales orders

B. Activities for sales

C. Call qualification

D. Tickets

E. Marketing lead management

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

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

Why would you enable the persistence of the predictive model?

A. To save the score in profiles and use it in segmentation.

B. To indicate the quality of the model fit.

C. To save results for a certain time.

D. To reuse the predictive model in another scenario.

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

#### **NEW QUESTION: 25**

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. Communication Systems

B. SAP Cloud Platform Extensions

- C. Communication Arrangement
- D. Communication Categories and Limits
- E. Communication Users

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

#### **NEW QUESTION: 26**

According to SAP best practice, what should you do before and while deciding the data sources for your SAP Marketing Cloud solution? Note: There are 3 correct Answers to this question.

- A. Define the campaign templates.
- B. Define origins and a matching strategy.
- C. Decide which APIs will be used and when.
- D. Define marketing approvals.
- E. Draw an overview picture of your system landscape.

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

#### **NEW QUESTION: 27**

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

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

#### **NEW QUESTION: 28**

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

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

#### **NEW QUESTION: 29**

Every Monday you send recommendations by e-mail to consumers who bought product(s) from a specific product category during the previous week. What target group category should you use?

- A. Dynamic

- B. Trigger-based
- C. Live
- D. Static

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

**NEW QUESTION: 30**

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. Marketing Permissions 2. Marketing Subscriptions 3. Interaction Contacts 4. Products - Product Category 5. Interactions
- 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. Interactions 2. Interaction Contacts 3. Marketing Subscriptions 4. Marketing Permissions 5. Products - Product Category

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

**NEW QUESTION: 31**

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. Segmentation profile
- C. Interaction Type

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

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**NEW QUESTION: 32**

Your customer wants to improve the business process between marketing and direct or indirect sales areas. You recommend to implement the SAP Sales Cloud integration. Which business processes can you realize by integrating SAP Marketing Cloud and SAP Sales Cloud? Note: There are 3 correct Answers to this question.

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

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

#### **NEW QUESTION: 33**

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

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

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

#### **NEW QUESTION: 34**

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

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

#### **NEW QUESTION: 35**

What reporting options are available as part of analytics within SAP Marketing Cloud? Note: There are 2 correct answers to this question.

- A.** Consumer reports
- B.** Operational reports
- C.** Analytics Stories

D. System reports

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

**NEW QUESTION: 36**

A marketer creates a campaign with spend items in SAP Marketing Cloud. Which components are created in SAP ERP when this campaign is released? Note: There are 2 correct Answers to this question.

A. A project

B. A budget plan

C. An internal order

D. A work breakdown structure (WBS) element

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

**NEW QUESTION: 37**

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. (Correcto)

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

**NEW QUESTION: 38**

What are the main objects that make up the data model of SAP Marketing Cloud?

A. interactions, interactions contacts, Item of interest

B. Segmentation Models, Profile, Interactions

C. Item of interest, interactions, Products and product category

D. interactions, interactions contacts, Products and product category

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

**NEW QUESTION: 39**

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. Browse Contact Data

C. Application Log

D. Import Monitor

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

**NEW QUESTION: 40**

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

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

**NEW QUESTION: 41**

You want to be able to upload pictures directly in the Content Studio in SAP Marketing Cloud. What feature do you need to activate?

- A. They contain model fits within one score
- B. They contain several rules.
- C. They contain several scores.
- D. They contain different scopes.

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

**NEW QUESTION: 42**

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

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

**NEW QUESTION: 43**

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

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

**NEW QUESTION: 44**

You can perform extensibility on SAP Marketing Cloud with the help of the following activities: Export standard or custom business object tables to an SAP HANA system. Export an existing graphical calculation view along with the associated views and tables. Import the calculation views that are modeled in an SAP HANA system. Which app can you use to do these activities?

- A. Campaign Execution BlacklistSender Profiles
- B. User ListsCampaign Execution Whitelist
- C. Maintain Certificate Trust ListContent Studio
- D. Campaign Execution WhitelistSender Profiles

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

#### **NEW QUESTION: 45**

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

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

#### **NEW QUESTION: 46**

A marketer wants to set up a daily run campaign with a dynamic target group of people who live in a specific region of a country. There is no customer data referencing that specific region in the system yet. What do you need to do to set up the campaign in advance?

- A. Enable the region attribute in the Segmentation Profile app.
- B. Enable the unfiltered value help of the region attribute via the Segmentation Configuration app.
- C. Enable the region attribute as a Key Figure Dimension.
- D. Enable the region attribute in the Target Group Configuration app.

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

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**NEW QUESTION: 47**

You are loading accounts and contacts originating in SAP S/4HANA into your SAP Marketing Cloud system. What is the required configuration to distinguish these entities?

- A. Define a team member role for accounts and contacts.
- B. Define different ID origins for accounts and contacts from SAP S/4HANA.
- C. Define one ID origin and one additional ID for accounts and contacts from SAP S/4HANA.
- D. Define a function for accounts and contacts.

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

**NEW QUESTION: 48**

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

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

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

**NEW QUESTION: 49**

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. Create filter conditions via Live Target Groups.
- B. Publish an implementation description to your test system.
- C. Export in Manage Your Solution by creating a change project.
- D. Test custom logic using predefined test variants.
- E. Create an implementation description using ABAP for key users.

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

**NEW QUESTION: 50**

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

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

D. Change the attribute label in the Manage Your Solution app.

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

**NEW QUESTION: 51**

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

A. Performance area

B. Collaboration area

C. Content area

D. Spend area

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

**NEW QUESTION: 52**

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 save results for a certain time.

D. To indicate the quality of the model fit.

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

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