

[2022 Use Valid New Free C_C4H260_01 Exam Dumps & Answers [Q50-Q71]



[2022] Use Valid New Free C_C4H260_01 Exam Dumps & Answers
C_C4H260_01 Braindumps PDF, SAP C_C4H260_01 Exam Cram

SAP C_C4H260_01 Exam Description:

The "SAP Marketing Cloud (2002) Implementation" certification exam verifies that the candidate has the fundamental and core knowledge required for the technology consultant profile. This certificate proves that the candidate has an overall understanding and can implement the knowledge practically in projects to contribute to the success of the planning and implementation phases in a mentored role. Previous project experience is not necessarily a prerequisite to pass this exam.

QUESTION 50

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.

- * Agreements
- * Master Data
- * Order
- * Coupons

- * Product Recommendation

QUESTION 51

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

- * Content area
- * Spend area
- * Collaboration area
- * Performance area

QUESTION 52

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

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

QUESTION 53

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

- * Create a call list in SAP CRM
- * Create an opportunity in SAP Cloud for Customer.
- * Create a lead in SAP CRM.
- * Create a lead in SAP Cloud for Customer
- * Create an opportunity in SAP CRM.

QUESTION 54

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?

- * Position a Product Often Bought Together Across Transactions (Interactions)
- * Top Sellers (Interactions) Often Bought Together (Interactions)
- * Often Bought Together (Interactions) Often Bought Together Across Transactions (Interactions)
- * Recently Purchased Items (Interactions) Often Bought Together (Interactions)

QUESTION 55

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?

- * Control group Target group Email template Campaign
- * Control group Email template Campaign Load data in target group
- * Control group Email template Marketing approval Campaign
- * Control group Recalculate Segments Email template Campaign

QUESTION 56

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.

- * Allocating budget
- * Adjusting a planned budget and showing a planned budget by media type
- * Exporting planning data to file
- * Showing and using a reference measure
- * Publishing budget plans

QUESTION 57

When the system processes imported contact data and uses it to build best records and enrich contacts, it normally uses a matching origin ID or an identification-relevant ID. Which parameters can be combined to match the datasets if these are not available?

- * Additional ID and the contact's address
- * Shareable ID and the contact's full name
- * Shareable ID and Additional ID
- * Additional ID and the contact's full name

QUESTION 58

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

- * SAP ERP 6.0 or higher
- * SAP Supplier Relationship Management
- * SAP Customer Relationship Management
- * SAP Solution Manager
- * SAP Cloud for Customer

QUESTION 59

How does merging and matching work in SAP Marketing Cloud? Note: There are 3 correct Answers to this question.

- * The date of birth is used as an additional criterion to achieve a sufficiently high level of confidence to perform a soft match.
- * The number of best records can be configured for each contact.
- * The One Per Contact configuration setting is used as a hard match criteria with a high level of confidence.
- * The full name is used as an additional criterion to achieve a sufficiently high level of confidence to perform a soft match.
- * Matching logic works against existing records and against simultaneously imported data.

QUESTION 60

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?

- * Manage interest
- * User interface adaption
- * User lists
- * Map free text

QUESTION 61

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.

- * Trigger-based

- * Paid search
- * Mobile Campaign
- * Facebook

QUESTION 62

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

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

QUESTION 63

Your customer has added new interests directly in the production environment that were not configured in the test environment. What other applications can be configured directly in the production environment? Note: There are 2 correct answers to this question.

- * Manage your Solution
- * Marketing Application Jobs
- * Map Free Texts
- * Marketing Extensibility

QUESTION 64

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

- * Impressions
- * Click-through rate
- * Activated e-mails
- * Model status
- * Conversion rate

QUESTION 65

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

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

QUESTION 66

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?

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

QUESTION 67

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.

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

QUESTION 68

Which communication mediums can be maintained via the campaign execution blacklist? Note: There are 2 correct Answers to this question.

- * Push notification
- * Facebook
- * SMS
- * E-mail

QUESTION 69

You want to customize the SAP Marketing Cloud solution according to your customer's specific requirements. How can you customize SAP Marketing Cloud?

- * Use the AIF Configuration app.
- * Use the Manage Software Collection app
- * Log on to the SAP GUI and use transaction SPRO.
- * Use the Manage your Solution app.

QUESTION 70

You need to execute campaigns based on the buying propensity applicable for some specific country and region. This means that you will have to create a predictive model. How can you restrict the validity of a predictive model?

- * Provide a training set that contains only contacts from the specific countries and regions.
- * Add an applicable scope for the relevant countries and regions.
- * Assign a specific target group with those countries and regions to the target object
- * Use Segmentation to select relevant countries and region.

QUESTION 71

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

- * Export and Import Data (CSV)
- * Export and Import Software Collection
- * Export and Import Business Object Metadata
- * Export and Import Segmentation Configuration

SAP C_C4H260_01 Certification Exam Topics:

Topic Areas Topic Details, Courses, Books **Marketing Planning and Performance < 8%** Explain the concept of the marketing calendar, the process of budget planning, the setup of a planning model, the role of marketing areas, the process of spend planning & management, the options to load actuals and commitments from external systems, the concept of media types, and customization options. SAP Help - Planning **Integration and Data Upload > 12%** Explain the concepts when integrating SAP Marketing Cloud with other solutions like SAP Sales Cloud, SAP Commerce Cloud etc. Additionally know how to monitor integration errors. Describe how to set up integration scenarios and the ways to integrate ERP in context of Marketing Resource Management. C4H260 (SAP MARKETING CLOUD 2002) **Extensibility > 12%** Explain various extensibility options and ways to implement them C4H260 (SAP MARKETING CLOUD 2002) **Segmentation 8% - 12%** Explain the technical foundation of segmentation, the core features of Segmentation modelling, and compare the types of target groups. C4H260 (SAP MARKETING CLOUD 2002)

Feel SAP C_C4H260_01 Dumps PDF Will likely be The best Option:

https://www.test4engine.com/C_C4H260_01_exam-latest-braindumps.html