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SAP Certified Technology Associate - SAP Marketing Cloud (1902) Implementation

SAP C_C4HMC92

Version Demo

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QUESTION NO: 1

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: Delete Flagged Contact IDs

B. Contacts: Delete Flagged Contacts

C. Contacts: Flag Contact IDs for Deletion

D. Contacts: Flag Contacts for Deletion

ANSWER: A C

QUESTION NO: 2

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

A. Generation refresh rate must be less tan 24 hours

B. Products must be uploaded to your system

C. Algorithms must NOT be optimized

D. Communication medium in the scenario must be email

ANSWER: B D

QUESTION NO: 3

What are the characteristics of rule sets in rule based scores? (2)

A. They contain model fits within one score

B. They contain different target populations within one score

C. They contain several rules

D. They contain several scores

ANSWER: B C

QUESTION NO: 4

What interaction contact type do you use when you map an individual customer in SAP Cloud for Customer to SAP Marketing Cloud?

A. Contact

B. Business partner

C. Consumer

D. Corporate account

ANSWER: B

QUESTION NO: 5

You are loading contact data with different types of business relationships for your company. Which system flags stores the business relationships (B2B or B2C) of those contacts? (2)

A. SourceObjectType

B. SAPERPAccountId

C. IsContact

D. IsConsumer

ANSWER: C D

QUESTION NO: 6

Why would you enable the persistence of the predictive model?

A. To define more than one rule

B. To save results for a certain time

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

D. To indicate the quality of the model fit

ANSWER: B

QUESTION NO: 7

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

A. Export Software Collection

B. Customs Catalog Extensions

C. Manage Your Solution

D. Extensibility Inventory

ANSWER: A

QUESTION NO: 8

Which activities can you perform within the Marketing Extensibility app? (2)

A. Manage software colleciton

B. Create custom analytical queries

C. Export table definition

D. Extend application jobs

ANSWER: A C

QUESTION NO: 9

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

A. Facebook campaign

B. Trigger-based

C. Target group-based

D. Paid search

ANSWER: B

QUESTION NO: 10

What technology components is SAP Marketing Cloud based on?

A. SAP Fiori, SAP Netweaver, SAP Delta Warehouse

B. SAP Portal, SAP Netweaver, SAP Cloud Analytics

C. SAP Fiori, SAP Netweaver, SAP HANA

D. SAP Fiori, SAP Cloud Platform, SAP HANA

ANSWER: C