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SAP Certified Technology - SAP Marketing Cloud (2002) Implementation

SAP C C4H260 01

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QUESTION NO: 1

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

ANSWER: C

QUESTION NO: 2

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

QUESTION NO: 3

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

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

ANSWER: A C E

QUESTION NO: 4

Your customer wants to implement a process in which marketing experts create campaigns that are then approved/rejected by the marketing manager. How can you implement this approval process?

- A. Activate the business workflow for the campaign object
- B. Maintain the Read restriction for the marketing manager's business role
- C. Implement the changes in the Define Campaign Categories and Actions configuration app
- D. Maintain the Write restriction for the marketing manager's business role

ANSWER: A

QUESTION NO: 5

Which of the following are implementation steps to create Custom Logic? (3)

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

ANSWER: A B E

QUESTION NO: 6

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: 7

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

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

ANSWER: C

QUESTION NO: 8

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

ANSWER: D

QUESTION NO: 9

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: 10

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

- A. Generation refresh rate must be less than 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