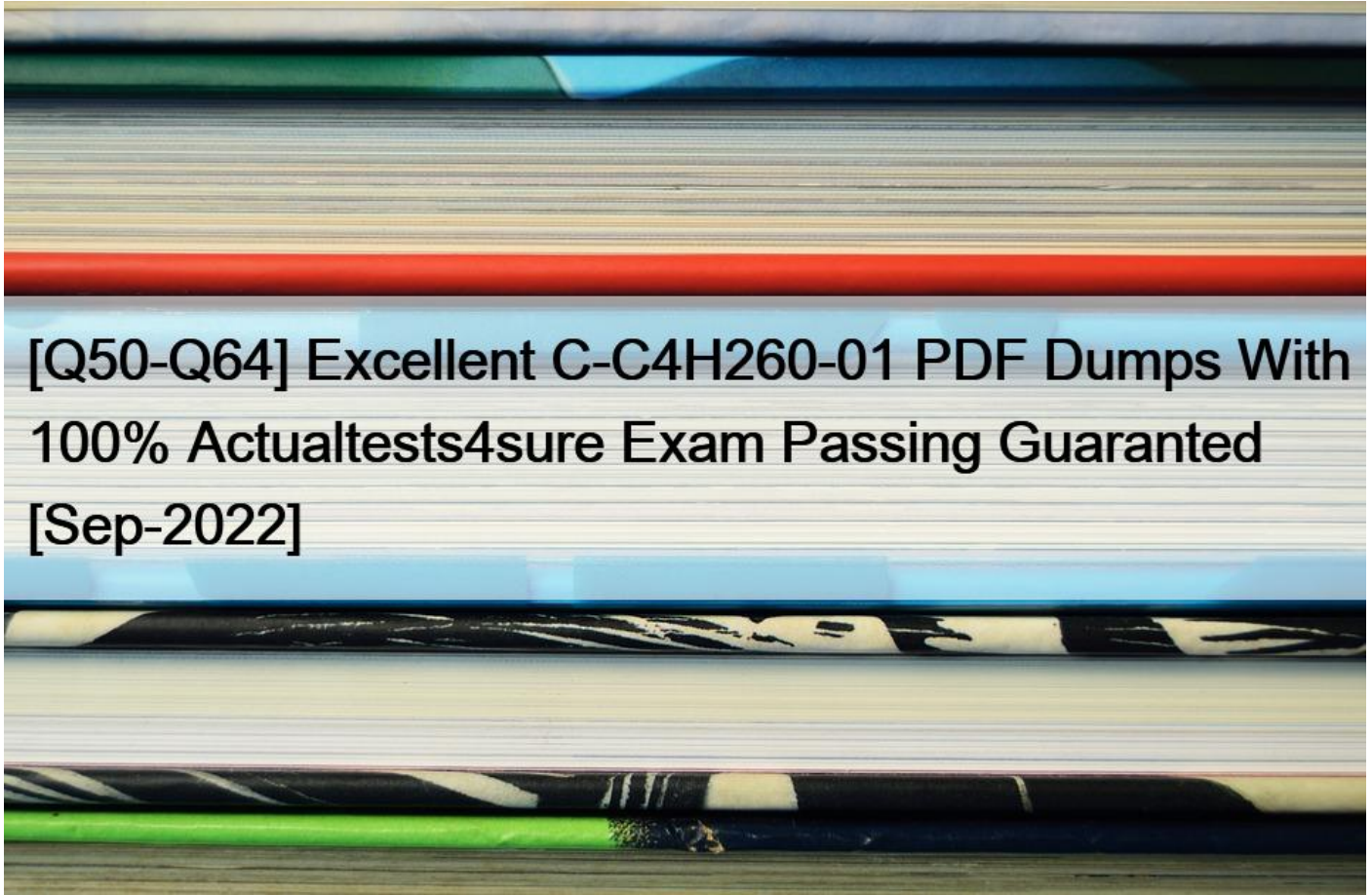


[Q50-Q64 Excellent C-C4H260-01 PDF Dumps With 100% Actualtests4sure Exam Passing Guaranteed [Sep-2022]



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100% Pass Your C-C4H260-01 SAP Certified Technology Associate - SAP Marketing Cloud (2002) Implementation at First Attempt with Actualtests4sure

SAP C-C4H260-01 Certification Exam Topics:

Topic Areas
Topic Details, Courses, Books

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)

Dynamic Customer Profiling > 12% Explain the data model and how to enhance the data model. Outline the options for extensibility, and explain the concepts of Best Record and Score Builder capabilities. C4H260 (SAP MARKETING CLOUD 2002)

Business Administration 8% - 12% Setup Marketing Permissions Checks and configure workflows for business objects. Explain the option for anonymizing contact information, the marketing objects lifecycle management, the concept of user and role management, and the option to customize using the Self-Service Configuration UIs. C4H260 (SAP MARKETING CLOUD 2002)

Marketing Analytics < 8% Explain the Analytics and Report Gallery including Analytics Stories and Operational Reports. Describe the concept of CDS views and how to build your own customized Analytics Stories and Reports. C4H260 (SAP MARKETING CLOUD 2002)

Commerce Marketing < 8% Outline the offer recommendations, product recommendations, and personalize segmentation for webshop scenario; set up the

recommendation models and use the recommendations; explain the concept of re-marketing scenarios. SAP Help - Commerce Marketing **Extensibility > 12%** Explain various extensibility options and ways to implement them C4H260 (SAP MARKETING CLOUD 2002) **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 **Campaign and Journey Orchestration > 12%** Explain the concept of campaign categories and their actions, the possibilities of creating personalized campaign content and landing pages as well as the options available for executing campaigns. C4H260 (SAP MARKETING CLOUD 2002)

Q50. 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.

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

Q51. 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.

- * Marketing: Interaction
- * Marketing: Corporate Account
- * Marketing: Contact
- * Marketing: Interaction Product
- * Marketing: Product Category

Q52. 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

Q53. What actions can be used to rebuild the dynamic target group in SAP Marketing Cloud? Note: There are 2 correct answers to this question.

- * Target group release
- * Target group assignment
- * Campaign execution
- * Marketing application jobs

Q54. You have defined several marketing areas for campaign execution in your SAP Marketing Cloud system. What steps do you have to execute to send birthday e-mails to all contacts across those marketing areas?

- * Create Target Groups, Campaigns, and Content by marketing area and communication category.
- * Create one Target Group, Campaign, and Content for all marketing areas.
- * Create Target Groups, Campaigns, and Content by marketing area.

- * Create Target Groups, Campaign templates, and Content templates by marketing area.

Q55. 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.

Q56. Your customer is running trigger-based campaigns based on event registrations, and needs to change the content and target group within the campaign. What are the correct steps to execute?

- * Pause existing campaign and create a new campaign
- * Stop existing campaign and create a campaign template
- * Stop existing campaign and create a new campaign
- * Pause existing campaign and resume existing campaign

Q57. Your customer is a manufacturer that currently executes campaigns for both B2B and B2C contacts.

Which system flags store the business relationships of these contacts? Note: There are 2 correct Answers to this question.

- * `SAPCRMBusinessPartnerId`
- * `IsConsumer`
- * `IsContact`
- * `SAPERPAccountId`

Q58. You want to load your contacts from SAP CRM, SAP Commerce, and Facebook into SAP Marketing Cloud.

Based on the assumptions below, what would be your setup?

- * On Facebook, a customer can have multiple profiles. SAP CRM is the most trustworthy source of information.
- * SAP CRM Priority = 10, one per contact = No SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 45, one per contact = No
- * SAP CRM Priority = 45, one per contact = No SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 10, one per contact = No
- * SAP CRM Priority = 45, one per contact = Yes SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 10, one per contact = No
- * SAP CRM Priority = 10, one per contact = Yes SAP Commerce Priority = 25, one per contact = Yes Facebook Priority = 45, one per contact = Yes

Q59. You want to register for an event where the e-mail address is required as an ID. A member of your family also wants to register using that same e-mail address. What do you need to configure to allow this to happen in SAP Marketing Cloud?

- * Enhance the interaction contact entity by using the custom field and logic app.
- * Create multiple origin of contact IDs with type: e-mail.
- * Implement the enhancement option: revise interaction data before import.
- * Make the origin of contact ID for e-mail shareable.

Q60. 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

- * Personalization
- * Tags
- * Communication Category
- * Structure Changeable

Q61. 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.

- * Interactions: Flag Interactions for Deletion
- * Contacts: Delete Flagged Contacts
- * Contacts: Flag Contacts for Deletion Based on Target Group
- * Interactions: Delete Flagged Interactions

Q62. 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?

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

Q63. Which of the following are communication prerequisites for integrating SAP Marketing Cloud with public APIs? Note: There are 3 correct answers to this question.

- * Assign a communication system to the communication scenario.
- * Assign communication users to the communication system.
- * Create a communication system.
- * Activate the scenario to enable communication.
- * Create a communication arrangement.

Q64. Which of the following statements describe Account Based Marketing? Note: There are 2 correct answers to this question.

- * As a precondition, you need success data of externally executed campaigns in SAP Marketing Cloud system.
- * Engagement with accounts and contacts is possible via personalized campaigns executed in SAP Marketing Cloud.
- * It is a strategy that coordinates marketing and sales activities to drive business growth with a targeted set of accounts.
- * Engagement with accounts and contacts is possible only via third party executed campaigns.

C-C4H260-01 Exam Certification Details:

Languages:English Sample Questions: SAP C-C4H260-01 Exam Sample Question Duration:180 mins Level:Associate Exam:80 questions

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