

## [Nov-2022 Newly Released C\_C4H260\_01 Dumps for SAP Certified Technology Associate Certified [Q46-Q66]



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**Q46.** 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.

**Q47.** 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

**Q48.** 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

**Q49.** 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.

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

**Q50.** 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.

- \* Hard Bounces
- \* Sent Messages
- \* Rate of Opened Messages
- \* Unique Click Through Rate

**Q51.** 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

**Q52.** 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.

**Q53.** What are the main objects that make up the data model of SAP Marketing Cloud?

- \* interactions, interactions contacts, Item of interest
- \* Item of interest, interactions, Products and product category
- \* Segmentation Models, Profile, Interactions
- \* interactions, interactions contacts, Products and product category

**Q54.** 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?

- \* Three stages and each stage can have a maximum of 10 campaigns.
- \* Seven stages and each stage can have a maximum of 15 campaigns.
- \* Five 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.

**Q55.** 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

**Q56.** 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?

- \* Enable the unfiltered value help of the region attribute via the Segmentation Configuration app.
- \* Enable the region attribute as a Key Figure Dimension.
- \* Enable the region attribute in the Segmentation Profile app.
- \* Enable the region attribute in the Target Group Configuration app.

**Q57.** How does SAP Marketing Cloud support services with long term agreements? Note: There are 2 correct Answers to this question.

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

**Q58.** 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.

- \* Exclusion Criteria
- \* Create Interaction
- \* Wait Period
- \* Segmentation Model
- \* Skip Campaign

**Q59.** 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?

- \* User Interface Adaptation app
- \* Add Custom View app
- \* Custom CDS Views app
- \* Custom Fields and Logic app

**Q60.** 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.

**Q61.** Your customer wants to integrate consumer master data from multiple source systems with differing data quality. What should you do to ensure that the most reliable data sources are given preference when the Best Record is built in SAP Marketing Cloud?

- \* Load the more reliable data sources before other ones.
- \* Make sure the source system is sending the Validation Status attribute.

- \* Configure the priority for each origin of contact ID.
- \* Set up a communication medium for each source system.

**Q62.** 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: Corporate Account
- \* Marketing: Interaction Product
- \* Marketing: Interaction
- \* Marketing: Contact
- \* Marketing: Product Category

**Q63.** 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?

- \* 1. Interaction Contacts 2. Marketing Permissions 3. Interactions 4. Products &#8211; Product Category 5.

Marketing Subscriptions

- \* 1. Interaction Contacts 2. Marketing Permissions 3. Marketing Subscriptions 4. Products &#8211; Product Category 5.

Interactions

- \* 1. Interactions 2. Interaction Contacts 3. Marketing Subscriptions 4. Marketing Permissions 5.

Products &#8211; Product Category

- \* 1. Marketing Permissions 2. Marketing Subscriptions 3. Interaction Contacts

4. Products &#8211; Product Category 5. Interactions

**Q64.** 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.

**Q65.** You want to customize e-mail content based on consumers&#8217; buying behavior in the Web shop. Which settings do you need to change in the Content Studio?

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

**Q66.** 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.

- \* Communication Categories and Limits
- \* Communication Arrangement
- \* Communication Users
- \* SAP Cloud Platform Extensions
- \* Communication Systems

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