



C_C4H260_01

SAP Marketing Cloud Implementation Certification Questions & Answers



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C_C4H260_01

SAP Certified Technology Associate - SAP Marketing Cloud (2002) Implementation

80 Questions Exam – 59% Cut Score – Duration of 180 minutes

C_C4H260_01 Practice Test

ERPPrep.com's C_C4H260_01 PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP Marketing Cloud Implementation experts and experienced professionals. To prepare for the actual exam, all you need is to study the content of this exam questions. You can identify the weak area with our premium C_C4H260_01 practice exams and help you to provide more focus on each syllabus topic covered. This method will help you to boost your confidence to pass the SAP Marketing Cloud Implementation certification with a better score.

C_C4H260_01 Questions and Answers Set

Question: 1

Which Core Data Services (CDS) view types are typically called by analytical tools such as SAP Analytics Cloud or the Query Browser?

There are 2 correct answers to this question.

- a) Consumption views
- b) Composite views
- c) Reuse views
- d) Basic views

Answer: a, b

Question: 2

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

There are 3 correct answers to this question.

- a) SAP Sales Cloud
- b) SAP S/4HANA and SAP ERP 6.0 or higher
- c) SAP Supplier Relationship Management
- d) SAP Solution Manager
- e) SAP Customer Relationship Management

Answer: a, b, e

Question: 3

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

There are 3 correct answers to this question.

- a) Impressions
- b) Click-through rate
- c) Conversion rate
- d) Activated e-mails
- e) Model status

Answer: a, b, c

Question: 4

Which integration scenarios are supported when you set up integration between SAP Marketing Cloud and SAP Sales Cloud as a standard offering?

There are 3 correct answers to this question.

- a) Promotions
- b) Marketing lead management
- c) Contacts
- d) Activities for sales
- e) Tickets

Answer: b, c, d

Question: 5

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

There are 3 correct answers to this question.

- a) Interactions
- b) Items of interest
- c) Interaction contacts
- d) Products and product categories
- e) Segmentation models, profiles, and interactions

Answer: a, c, d

Question: 6

What application lets you create target groups based on selected attribute values?
Please choose the correct answer.

- a) Segmentation Modeling
- b) Segmentation Configuration
- c) Predictive Studio
- d) Score Builder

Answer: a**Question: 7**

Your customer wants to assign the same phone number to more than one contact.
Which options in the contact ID origin have to be modified?
There are 2 correct answers to this question.

- a) Disable
- b) One Per Contact
- c) Priority
- d) For Identification

Answer: b, d**Question: 8**

Which out-of-the-box actions are available for campaigns?
There are 3 correct answers to this question.

- a) Create Lead
- b) Create Opportunity
- c) Create Export File
- d) Send Mobile Notification
- e) Create Open Channel Action

Answer: a, c, d**Question: 9**

You want to adapt the SAP Marketing Cloud solution according to your customer's
specific requirements. How can you do this?
There are 2 correct answers to this question.

- a) Use the Marketing Extensibility app.
- b) Log on to the SAP GUI and use transaction SPRO.
- c) Use the Manage your Solution app.
- d) Use the Manage Software Collection app.

Answer: a, c

Question: 10

What can you do with the UI adaptation function?

Please choose the correct answer.

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

Answer: b

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