

DUMPS ARENA

SAP Certified Technology - SAP Marketing Cloud (1802) Implementation

SAP C HYMC 1802

Version Demo

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QUESTION NO: 1

You want to send e-mails from different e-mail addresses. Where do you configure them?

- A. In the Communication User app
- B. In the Provider Credentials app
- C. In the Sender Profiles app
- D. In the settings of the Content Studio app

ANSWER: C**QUESTION NO: 2**

What action automatically triggers a snapshot of a dynamic target group in SAP Marketing Cloud?

- A. A campaign is executed
- B. A campaign is approved
- C. A snapshot analysis is opened
- D. A target group is assigned to a campaign

ANSWER: A**QUESTION NO: 3**

You receive Accounts and Contacts originating in SAP ERP into your SAP Marketing Cloud application.

What is the required configuration to distinguish these entities in SAP Marketing Cloud?

- A. Define different ID origins for Accounts and Contacts from SAP ERP
- B. Define one ID origin for Accounts and Contacts from SAP ERP
- C. Define a team member Role for Accounts and Contacts
- D. Define a function for Accounts and Contacts

ANSWER: A**QUESTION NO: 4**

What are some of the steps to create a user? (2)

- A. Create a Communication User and Communication Arrangement
- B. Export a .CSV file to SAP Cloud Platform Identity Authentication
- C. Create a contact
- D. Create an employee

ANSWER: C D

QUESTION NO: 5

How are business roles and business catalogs configured in SAP Marketing Cloud? (2) |

- A. Read/Write restrictions are configured at business catalog level
- B. Business catalogs comprise one or several business roles
- C. Business roles comprise one or several business catalogs
- D. Read/Write restrictions are configured at business role level

ANSWER: C D

QUESTION NO: 6

In what UI can you show data fields from Custom Business Objects?

- A. Segmentation models
- B. Contact list
- C. Corporate account list
- D. Contact profile

ANSWER: A

QUESTION NO: 7

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: 8

From which systems can you perform initial and delta loads of customers, contacts and consumers into SAP Marketing Cloud? (3)

- A. SAP ERP 6.0 or higher
- B. SAP Supplier Relationship Management
- C. SAP Customer Relationship Management
- D. SAP Cloud for Customer
- E. SAP Solution Manager

ANSWER: A C D

QUESTION NO: 9

How does merging and matching work in SAP Marketing Cloud? (2)

- A. The consumer account ID is used as an additional criterion to achieve a sufficiently high level of coincidence to perform a match
- B. The name is used as an additional criterion to achieve a sufficiently high level of confidence to perform a v u match
- C. The number of best records can be configured for each contact
- D. Matching logic works against existing records and against simultaneously imported data

ANSWER: B D

QUESTION NO: 10

What can you do with the Export Software Collection App?

- A. Upload from Quality system
- B. Export campaign history
- C. Check items for inconsistencies and dependencies
- D. Create a change project

ANSWER: C