DUMPSARENA

SAP Certified Technology - SAP Marketing Cloud (1802) Implementation

SAP C_HYMC_1802

Version Demo

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QUESTION NO: 1

For which extensions do you need to maintain a business context? (2)

A. Custom business object

B. Custom logic

C. Custom view

D. Custom field

ANSWER: B D

Explanation:

Business context is required for **Custom logic** and **Custom field** extensions because it determines the relevant application object, process, and technical extension point within SAP Marketing Cloud. When creating custom logic, the business context identifies the appropriate released enhancement implementation or BAdI on which the logic is to run. It therefore ensures that the implementation is available at the intended point in the business process and receives the relevant business data.

For a custom field, the business context defines the business object to which the field belongs, such as a marketing-relevant master-data or transactional object. This assignment controls where the field can be used and exposed, including supported UIs, APIs, forms, reports, and other enabled scenarios. Maintaining the context is consequently essential to integrate the field with the correct object and lifecycle. SAP's key-user extensibility framework uses business contexts to provide only the extension capabilities that are released and supported for the selected application area. See SAP's Custom Fields documentation and Custom Logic documentation.

QUESTION NO: 2

Every Monday, you send recommendations by email to the consumers who bought product(s) from a specific product category during the previous week. What target group category should you use?

A. Dynamic

B. Triggered-based

C. Live

D. Static

ANSWER: A

Explanation:

Dynamic is the appropriate target group category because its membership is determined from selection criteria when the target group is used. In this scenario, the selection must continuously reflect transactional data: each Monday, the group must contain consumers whose purchases fall within the immediately preceding week and match the specified product category. A dynamic target group applies the purchase and date-based conditions anew for each scheduled email execution, so newly qualifying consumers are included without manually rebuilding the audience. This approach also supports recurring recommendation campaigns because the same target-group definition can be reused while its resulting membership changes according to the rolling time period. SAP Marketing target groups are intended to segment contacts using attributes, interactions, and business data for campaign execution; using a dynamic definition ensures that campaign recipients remain aligned with current data at the time of execution. See the SAP Help Portal documentation for SAP Marketing at SAP Marketing Cloud documentation and SAP's learning resources on marketing segmentation and audiences at SAP Learning.

QUESTION NO: 3

You are using A/B testing feature of campaign management to maximize the efficiency of your e-mail campaigns. Which criteria determine the winner during A/B testing? (2)

A. Top categories

B. Unique click rate

C. Rate of opened messages

D. Sentiment score

ANSWER: B C

Explanation:

In SAP Marketing Cloud campaign management, e-mail A/B testing compares alternative message variants using measurable recipient-response outcomes. **Unique click rate** is a winner criterion because it measures the proportion of distinct recipients who clicked a link in the e-mail. Using unique recipients prevents multiple clicks by one individual from disproportionately affecting the test result and focuses the assessment on audience engagement. **Rate of opened messages** is also a winner criterion because it measures the proportion of recipients who opened the e-mail, making it appropriate when the test is intended to identify the subject line, sender information, or other delivery-facing variant most likely to prompt an open. The campaign manager selects the relevant criterion when setting up the test, and SAP Marketing evaluates the selected test groups after the configured test period to identify the better-performing variant. The winning variant can then be used for the remaining target group, allowing campaign teams to use observed response behavior rather than assumptions to improve e-mail effectiveness. SAP's product documentation is available through the SAP Marketing Cloud Help Portal; SAP also provides product and learning resources through SAP Learning.

QUESTION NO: 4

What target group type can be used as a filter condition in the Campaign Designer?

A. Dynamic target group

B. Static target group

C. Live target group

D. Control group

ANSWER: C

Explanation:

Live target group is correct because it is designed to be evaluated at the time a campaign is executed. In SAP Marketing Cloud, a live target group represents a target group whose member determination is calculated dynamically from its defined selection criteria rather than relying on a previously stored membership list. This makes it suitable for use as a filter condition in Campaign Designer when the campaign must consider the most current customer or contact data, such as recent interactions, profile attributes, permissions, or other changing business data.

Using a live target group as a campaign filter supports real-time audience qualification: recipients are included according to whether they meet the target-group criteria when the campaign processing occurs. This behavior is especially useful for recurring or event-driven campaign scenarios, where membership can change between campaign runs without requiring the marketer to manually rebuild or republish a fixed audience. SAP Marketing documentation describes target groups as a mechanism for selecting relevant customers and contacts for marketing activities and campaigns. See the SAP Marketing Cloud documentation and SAP's SAP Marketing Cloud learning resources for target-group and campaign-design concepts.

QUESTION NO: 5

Which statements are valid for email sender profiles in SAP Marketing Cloud? (2)

A. They define the sender information used for email communication

B. They can be assigned in an email campaign scenario

C. They create the campaign target group

D. They maintain a contact's communication permission

ANSWER: A B

Explanation:

They define the sender information used for email communication is correct. An email sender profile provides sender-related details, such as the sender name and email address, that are used when campaign emails are sent to recipients.

They can be assigned in an email campaign scenario is also correct. The sender profile is selected as part of the email campaign configuration so that the intended sender identity is used for the outbound message. This supports consistent branding and allows an organization to use different approved sender identities for different brands, countries, or campaign purposes.

A sender profile does not create the campaign target group and does not maintain a contact's permission. Permission checks remain part of campaign execution and contact consent management. See the SAP Marketing Cloud documentation.

QUESTION NO: 6

You are creating a predictive model that should, in general, only apply to contacts from specific countries.

How can you restrict the validity of a predictive model?

A. Use the Segmentation Builder to select relevant countries

B. Assign a marketing area to predictive model

C. Provide a training set that contains only contacts from specific countries

D. Add an applicable scope for the countries

ANSWER: D

Explanation:

Add an applicable scope for the countries is correct because applicable scopes define the business context in which a predictive model is valid and can be used. When countries are included in the applicable scope, the model is explicitly limited to contact data that belongs to those countries. This lets the model remain available in the system while ensuring that its scores, recommendations, or predictions are applied only where the model's intended geographic assumptions hold. It is especially useful when customer behavior, available attributes, consent practices, product availability, or campaign execution differ by country. Scope assignment is therefore a governance and applicability setting for the deployed model, rather than merely a way to shape the records used at training time. Defining the applicable scope makes the intended country restriction part of the model configuration and supports consistent reuse of the model in the relevant marketing processes. SAP Marketing Cloud documentation is available through the SAP Marketing Cloud Help Portal; SAP's learning catalog also provides product learning resources at SAP Learning: Marketing Cloud.

QUESTION NO: 7

What is the purpose of an interaction origin in SAP Marketing Cloud?

A. To identify the source system from which an interaction was received

B. To define the approval process for a campaign

C. To assign permissions to a contact

D. To determine the base population of a target group

ANSWER: A

Explanation:

To identify the source system from which an interaction was received is correct. An interaction origin identifies the source context of an interaction, for example SAP Commerce, SAP CRM, a web tracking solution, or an external system. Together with the interaction type, it helps SAP Marketing Cloud interpret, trace, and process customer activity data consistently.

Interaction origins are particularly important where multiple systems send similar interactions. They enable marketers and administrators to distinguish the source of the event for analysis, segmentation, integration monitoring, and data-governance purposes. An origin does not define campaign approval steps, contact permissions, or the target population of a campaign. See the SAP Marketing Cloud documentation.

QUESTION NO: 8

You want to see sales order interactions on the contract profile and be able to differentiate and filter on Web shop orders or physical store orders. How do you configure this? (2)

A. Assign an interaction type and communication medium to the interaction channel

B. Assign media types and an interaction type to the communication medium

C. Define media types for both the web shop and physical store

D. Set up separate interaction channels for the web shop and physical store

ANSWER: A D

Explanation:

Set up separate interaction channels for the web shop and physical store so that the source context of each sales-order interaction is retained as a distinct channel value. This lets users identify the origin of orders in the contact profile and use the channel as a meaningful filter when reviewing interaction history. For example, inbound sales-order data from an e-commerce storefront can be mapped to one interaction channel, while transactions originating at a point of sale can be mapped to another.

Assign an interaction type and communication medium to the interaction channel to ensure that incoming records are classified consistently. The interaction type identifies the business event as a sales order, allowing the event to be displayed and handled as the appropriate interaction category. The communication medium, together with the channel assignment, supplies the communication and origin metadata used for profile display, segmentation, and filtering. This configuration therefore preserves both the common sales-order meaning and the required distinction between web-shop and physical-store sources. SAP Marketing interaction data is designed to store such interaction attributes for use in contact profiles and downstream marketing processes; see the SAP Marketing Cloud documentation and the Interaction API documentation.

QUESTION NO: 9

Which data is required to generate product recommendations based on customer purchase behavior? (2)

A. Product master data

B. Interaction data with product information

C. Business role assignments

D. Marketing area restrictions

ANSWER: A B

Explanation:

Product master data is required because it supplies the product records and attributes that identify the products to be recommended. **Interaction data with product information** is required because it provides the behavioral evidence of which products contacts viewed, purchased, or otherwise engaged with. This information enables the recommendation logic to relate customer behavior to available products.

Business roles and marketing-area assignments control user access. They do not provide the behavioral or product data needed by recommendation scenarios. See SAP Marketing Cloud documentation for product and recommendation capabilities.

QUESTION NO: 10

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: D

Explanation:

SAP Marketing Cloud is based on the combination of SAP Fiori, SAP Cloud Platform, and SAP HANA. SAP Fiori supplies the role-based, responsive user experience used by business users to work with marketing data, contacts, campaigns, segmentation, and analytics. SAP Cloud Platform—renamed SAP Business Technology Platform in current SAP terminology—provides the cloud-platform capabilities for operating, extending, and integrating the solution. SAP HANA provides the high-performance in-memory data-management and processing foundation needed for near-real-time customer and marketing insights. This architecture reflects the cloud-native positioning of the solution in the relevant certification release: a Fiori user experience on a cloud platform with HANA as the underlying data platform. SAP's current Business Technology Platform documentation describes BTP as the platform for application development, data and analytics, integration, and intelligent technologies, which corresponds to the platform role historically called SAP Cloud Platform. See SAP Business Technology Platform documentation and SAP Business Technology Platform overview.