

DUMPS ARENA

SAP Certified Technology Associate - SAP Marketing Cloud (1902) Implementation

SAP C C4HMC92

Version Demo

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QUESTION NO: 1

In which content types can you include product recommendations?

- A. Landing page
- B. Email
- C. LINE message
- D. Push notification

ANSWER: B

QUESTION NO: 2

Which of the following can you do with Sentiment Engagement in SAP Marketing Cloud? (2)

- A. Map your contacts' social media IDs to interests
- B. Use text analysis to understand interests
- C. Analyze sentiments and topics of all contacts in target group
- D. Understand sentiments and topics of all contacts in a segmentation model

ANSWER: C D

QUESTION NO: 3

Which target groups are associated with campaigns? (3)

- A. A multi-channel campaign can be associated with a static target group
- B. A multi-channel campaign can be associated with a dynamic target group
- C. A trigger-based campaign can be associated with a dynamic target group
- D. A trigger-based campaign can be associated with a live target group
- E. A trigger-based campaign can be associated with a static target group

ANSWER: A B D

QUESTION NO: 4

You want to enter the estimated spend for creative and agency costs for your printing campaign. Where can you do this?

- A. In the Spend tab of the Campaign app
- B. In Performance tab of the Campaign app
- C. In Quick Campaign Spend app
- D. In the Additional Data tab of the Accounts tab

ANSWER: A

QUESTION NO: 5

What are the prerequisites for including product recommendations in campaign? (2)

- A. Generation refresh rate must be less than 24 hours
- B. Products must be uploaded to your system
- C. Algorithms must NOT be optimized
- D. Communication medium in the scenario must be email

ANSWER: B D

QUESTION NO: 6

What happens when you integrate SAP Marketing Cloud with SAP Cloud for Customer? (3)

- A. For each lead sent through the campaign, SAP Marketing Cloud creates an opportunity interaction that is assigned to a respective contact
- B. Campaign automation in SAP Marketing Cloud triggers the creation of leads in SAP Cloud for Customer
- C. A delta load of all changes to existing opportunities in SAP Marketing Cloud triggers the creation of opportunity interactions in SAP Cloud for Customer
- D. For each lead sent through the campaign, SAP Marketing Cloud creates a lead interaction that is assigned to a respective contact

E. A delta load of all newly created opportunities in SAP Cloud for Customer triggers the creation of opportunity interactions in SAP Marketing Cloud

ANSWER: B D E

QUESTION NO: 7

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

QUESTION NO: 8

The values for countries maintained in SAP Marketing Cloud are:

ID Name AU Australia DE Germany

US United States of America

You have connected a third-party system to your SAP Marketing Cloud system. The name in the country field in the third-party systems is United States.

What application can you use to resolve this discrepancy for the country field in SAP Marketing Cloud when the contact data is uploaded?

- A. User Lists
- B. Map Free Text
- C. User Interface Adaption
- D. Manage Interests

ANSWER: B

QUESTION NO: 9

Your customer wants to implement a process in which marketing experts create campaigns that are then approved/rejected by the marketing manager. How can you implement this approval process?

- A. Activate the business workflow for the campaign object
- B. Maintain the Read restriction for the marketing manager's business role
- C. Implement the changes in the Define Campaign Categories and Actions configuration app
- D. Maintain the Write restriction for the marketing manager's business role

ANSWER: A

QUESTION NO: 10

Which business contexts support enhancements of the SOAP APIs? (3)

- A. Marketing: Corporate Account
- B. Marketing: Interaction Product
- C. Marketing: Contact
- D. Marketing: Product Category
- E. Marketing: Interaction

ANSWER: A C E