

# DUMPS ARENA

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

SAP C C4H260 01

Version Demo

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**QUESTION NO: 1**

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: 2**

Augmented Lead Context provides a sales representative with additional context about the lead. What object that is transferred along with the Lead provides the information about the product?

- A. Business Partner
- B. Lead Score
- C. Campaign
- D. Predecessor Interaction

**ANSWER: D****QUESTION NO: 3**

Which business scenarios can you implement by integrating SAP Marketing Cloud with SAP Commerce? (2)

- A. Show product recommendations on the SAP Commerce storefront
- B. Personalize the SAP Commerce storefront
- C. Trigger creation of sales orders from SAP Marketing Cloud to SAP Commerce

D. Access segmentation models in SAP Commerce

**ANSWER: A B**

#### **QUESTION NO: 4**

According to the SAP Best Practices, what should you consider when deciding the data sources for your SAP Marketing Solution? (3)

- A. Defining Budget Plans
- B. Defining Interaction Types
- C. Defining Campaign Templates
- D. Automatic/Manual Integration of data
- E. Defining Origins

**ANSWER: B D E**

#### **QUESTION NO: 5**

Your customer wants to leverage web shop information about consumers' online buying behavior for marketing campaigns.

Which objects in SAP Marketing Cloud store information about sales orders and included line items? (2)

- A. Item of interest
- B. Product
- C. Interaction product
- D. Interaction

**ANSWER: B D**

#### **QUESTION NO: 6**

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: 7

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: 8

What interaction contact type do you use when you map an individual customer in SAP Cloud for Customer to SAP Marketing Cloud?

- A. Contact
- B. Business partner
- C. Consumer
- D. Corporate account

**ANSWER: B**

### QUESTION NO: 9

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: B**

**QUESTION NO: 10**

In a given business scenario, the priority of the information based on data received from a landing page is higher than the priority of the data received from SAP CRM. What app allows you to prioritize the information?

- A. Segmentation Configuration
- B. Marketing Extensibility
- C. Communication Arrangements
- D. Manage Your Solution

**ANSWER: D**