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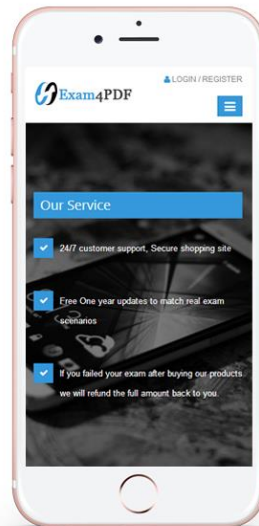
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Exam : **C_C4H260_01**

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

Vendor : SAP

Version : DEMO

NO.1 What application lets you create target groups based on selected attribute values?

- A. Predictive Studio
- B. Segmentation Modeling
- C. Score Builder
- D. Segmentation Configuration

Answer: B

NO.2 You want to modify the creation of the best record. What are the correct steps to implement the custom logic? Note: There are 3 correct answers to this question.

- A. Test custom logic using predefined test variants.
- B. Publish an implementation description to your test system.
- C. Export in Manage Your Solution by creating a change project.
- D. Create an implementation description using ABAP for key users
- E. Create filter conditions via Live Target Groups.

Answer: A,B,D

NO.3 You want to implement Product Recommendations and you need to simulate the results before the e-mail with recommendations is sent. In which of the following apps can you preview the result of your new or updated configuration? Note; There are 2 correct answers to this question.

- A. Recommendations Model Types
- B. Manage Recommendations
- C. Recommendations Scenarios
- D. Recommendation Models

Answer: B,D

NO.4 Your customer wants to send a discount to every consumer as soon as they install their mobile app. Which of the following are the correct campaign types to use? Note: There are 2 correct answers to this question.

- A. Trigger-based
- B. Facebook
- C. Paid search
- D. Mobile Campaign

Answer: A,D

NO.5 Which Core Data Services (CDS) view types are typically called by analytical tools such as SAP Analytics Cloud or the Query Browser?

- A. Composite views
- B. Reuse views
- C. Consumption views
- D. Basic views

Answer: A,C

NO.6 You are loading accounts and contacts originating in SAP S/4HANA into your SAP Marketing

Cloud system. What is the required configuration to distinguish these entities?

- A.** Define different ID origins for accounts and contacts from SAP S/4HANA
- B.** Define a function for accounts and contacts.
- C.** Define one ID origin and one additional ID for accounts and contacts from SAP S/4HANA.
- D.** Define a team member role for accounts and contacts.

Answer: A

NO.7 Which application can be used to perform the following tasks?View import messages across the landscape and decide what action to take.Correct errors in the Marketing or in the source systems in a timely fashion and restart imports.Analyze imports and messages by multiple dimensions, and quickly resolve issues.Identify system issues that may have been previously hidden.

- A.** Import Monitor
- B.** Application Log
- C.** Data Load Monitor
- D.** Browse Contact Data

Answer: A