

# SAP

## C\_C4H260\_01 Exam

**Certified Technology Associate - SAP Marketing Cloud (2002)  
Implementation**



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# Version: 4.0

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## Question: 1

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You want to customize the SAP Marketing Cloud solution according to your customer's specific requirements. How can you customize SAP Marketing Cloud?

- A. Use the AIF Configuration app.
- B. Use the Manage Software Collection app
- C. Log on to the SAP GUI and use transaction SPRO.
- D. Use the Manage your Solution app.

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**Answer: D**

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Explanation:

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## Question: 2

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Your customer wants to segment consumers based on a predictive key performance indicator that indicates the buying propensity for a specific product. Therefore, you are creating a predictive model in the Predictive Studio. What object can you assign as a training set in the Predictive Model?

- A. Interaction Type
- B. Segmentation model
- C. Segmentation profile

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**Answer: B**

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Explanation:

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## Question: 3

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

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**Answer: B, C**

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Explanation:

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**Question: 4**

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You are receiving sales order data from different channels and you would like to differentiate by channel on the contact profile to better understand the journey of the customer. Which of the following the settings are needed to allow this? Note: There are 3 correct answers to this question.

- A. Create and assign interaction channel
- B. Assign an interaction type to communication medium
- C. Create interaction type
- D. Create interaction reason
- E. Assign media type

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**Answer: A, B, C**

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Explanation:

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**Question: 5**

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A company plans their budget for each brand by country, region, industry, and media types. For this company, the manufacturing industry is not relevant for the Bahamas. Assume that the relevant marketing areas, media types, and custom dimensions have been created. What are some key steps to consider when you are creating the planning model for this company? Note: There are 2 correct answers to this question.

- A. Assign media types to the lowest level of the planning hierarchy.
- B. Define industries by country using the Dimension Relationships app.
- C. Select relevant standard and custom dimensions and select the option to use media types.
- D. Ensure that markets are defined and their values are maintained in the system.

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**Answer: C, D**

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Explanation:

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