

SAP

C_C4HMC92 Exam

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



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Version: 7.0

Question: 1

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: 2

You have prepared an analytical report using the Design Studio application in SAP Marketing Cloud. How can you provide this analytical report to another user? (2)

- A. Mark the analytical query as favorite using the Favorite functionality
- B. Send the link to the analytical report using the Send E-mail functionality
- C. Download the report results using the Export to Excel functionality
- D. Save an analytical report as a tile using the Save as Tile functionality

Answer: B, D

Question: 3

What task can you perform in the Production System?

- A. Performing user acceptance tests
- B. Changing the configuration via Manage Your Solution
- C. Assign business roles to the users
- D. Creating custom Business Objects

Answer: C

Question: 4

How do you assign a custom field to be used in Segmentation?

- A. In the Custom Fields and Logic App, edit you custom field, select the accurate Segmentation Object in Business Scenarios

- B. In the Custom Fields and Logic App, edit your custom field, enable Segmentation Usage in UIs and Reports
- C. In the Marketing Extensibility App > Assign to Segmentation, add the field to the accurate Business Context and Segmentation Object
- D. In the Marketing Extensibility App > Assign to Segmentation, set the field visible for the accurate business ^ Context and Segmentation Object

Answer: D

Question: 5

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

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