SAP

C_C4HMC92
SAP Certified Technology Associate - SAP Marketing Cloud (1902) Implementation

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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 Uls 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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