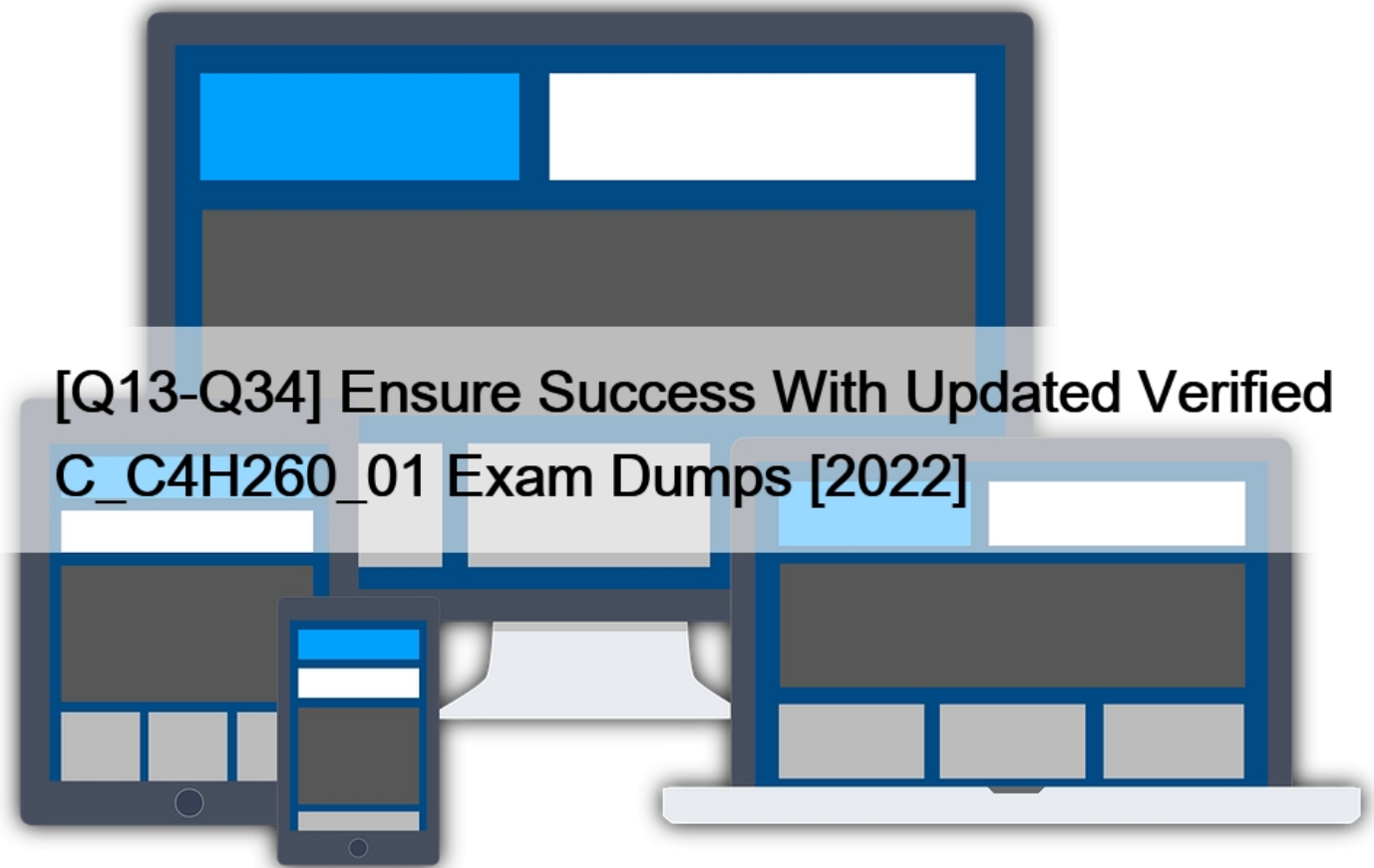


## [Q13-Q34] Ensure Success With Updated Verified C\_C4H260\_01 Exam Dumps [2022]



Ensure Success With Updated Verified C\_C4H260\_01 Exam Dumps [2022]  
Exam Materials for You to Prepare & Pass C\_C4H260\_01 Exam.

**NO.13** Your customer wants to use a set of attributes for segmentation. The attributes are available in an existing data source. Which configuration app can you use to assign the existing data source?

- \* Assign to Segmentation
- \* Key Mapping of Segmentation Objects
- \* Data Sources
- \* Segmentation Objects and Attributes

**NO.14** 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.

- \* Data Load Monitor
- \* Import Monitor
- \* Application Log
- \* Browse Contact Data

**NO.15** Your customer is running trigger-based campaigns based on event registrations, and needs to change the content and target group within the campaign. What are the correct steps to execute?

- \* Pause existing campaign and create a new campaign
- \* Stop existing campaign and create a campaign template
- \* Stop existing campaign and create a new campaign
- \* Pause existing campaign and resume existing campaign

**NO.16** 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.

- \* Data Load Monitor
- \* Browse Contact Data
- \* Import Monitor
- \* Application Log

**NO.17** When it comes to best practices and how to configure your data sources, what needs to be considered with regard to interactions? Note: There are 2 correct answers to this question.

- \* Use standard interaction types where possible.
- \* Use the same interaction types for the same events.
- \* Load master data and transactional data in one package for a given API.
- \* Load interactions before creating the respective contacts.

**NO.18** You need to create a new custom report that contains information from two different data sources. Which apps would you use to create this?

- \* Import Data Custom Analytical Queries Export Software Collection
- \* Custom CDS Views View Browser Export Software Collection
- \* Custom CDS Views Custom Analytical Queries Export Software Collection
- \* Import Data View Browser Export Software Collection

**NO.19** Which out-of-the-box actions are available for campaigns?

- \* Create a call list in SAP CRM
- \* Create an opportunity in SAP Cloud for Customer.
- \* Create a lead in SAP CRM.
- \* Create a lead in SAP Cloud for Customer
- \* Create an opportunity in SAP CRM.

**NO.20** Which communication mediums can be maintained via the campaign execution blacklist? Note: There are 2 correct Answers to this question.

- \* Push notification
- \* Facebook
- \* SMS
- \* E-mail

**NO.21** Why would you enable the persistence of the predictive model?

- \* To save the score in profiles and use it in segmentation.
- \* To save results for a certain time.
- \* To reuse the predictive model in another scenario.
- \* To indicate the quality of the model fit.

**NO.22** You want to restrict users from accessing customer data based on the customer country. The attributes required are in the interaction contact data source. Where can you add the filter?

- \* Segmentation objects and attributes
- \* Data sources
- \* Key mapping of segmentation objects
- \* Segmentation profiles

**NO.23** When working with the Lead Nurture Stream app, you can define multiple lead stages and multiple campaigns for each stage. What is the maximum number of stages that can be defined and the maximum number of campaigns per stage?

- \* Three stages and each stage can have a maximum of 10 campaigns.
- \* Seven stages and each stage can have a maximum of 15 campaigns.
- \* Five stages and each stage can have a maximum of 10 campaigns.
- \* As many as required and each stage can have a maximum of 15 campaigns.

**NO.24** Every Monday you send recommendations by e-mail to consumers who bought product(s) from a specific product category during the previous week. What target group category should you use?

- \* Live
- \* Dynamic
- \* Trigger-based
- \* Static

**NO.25** Your customer has added new interests directly in the production environment that were not configured in the test environment. What other applications can be configured directly in the production environment? Note: There are 2 correct Answers to this question.

- \* Manage your Solution
- \* Marketing Application Jobs
- \* Map Free Texts
- \* Marketing Extensibility

**NO.26** 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.

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

**NO.27** When working with the Lead Nurture Stream app, you can define multiple lead stages and multiple campaigns for each stage. What is the maximum number of stages that can be defined and the maximum number of campaigns per stage?

- \* Seven stages and each stage can have a maximum of 15 campaigns.
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- \* Five stages and each stage can have a maximum of 10 campaigns.

**NO.28** What can you do with the UI adaptation at runtime (RTA) function?

- \* Modify the layout of the Contact Profile
- \* Add new fields in the Campaign app.
- \* Change the theme of your SAP Marketing Cloud.
- \* Show/hide attribute groups in the Segmentation Model.

**NO.29** Which features are available for both public and private budget plans in the Budget Plans application?

Note: There are 3 correct Answers to this question.

- \* Allocating budget
- \* Adjusting a planned budget and showing a planned budget by media type
- \* Exporting planning data to file
- \* Showing and using a reference measure
- \* Publishing budget plans

**NO.30** You want to register for an event where the e-mail address is required as an ID. A member of your family also wants to register using that same e-mail address. What do you need to configure to allow this to happen in SAP Marketing Cloud?

- \* Enhance the interaction contact entity by using the custom field and logic app.
- \* Create multiple origin of contact IDs with type: e-mail.
- \* Implement the enhancement option: revise interaction data before import.
- \* Make the origin of contact ID for e-mail shareable.

**NO.31** Which of the following tasks can be performed using the Export Software Collection app? Note: There are 3 correct Answers to this question.

- \* Create a change project
- \* Add items to your software collection
- \* Check items of your software collection for inconsistencies and dependencies
- \* Do a hotfix export
- \* Export campaign history
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None
- \* None

**NO.32** You want to recommend products and services that consumers tend to purchase at the same time, to offer a quick and better customer experience in all of your channels. Which algorithms should you use?

- \* Position a Product Often Bought Together Across Transactions (Interactions)
- \* Top Sellers (Interactions) Often Bought Together (Interactions)
- \* Often Bought Together (Interactions) Often Bought Together Across Transactions (Interactions)
- \* Recently Purchased Items (Interactions) Often Bought Together (Interactions)

**NO.33** You want to recommend products and services that consumers tend to purchase at the same time, to offer a quick and better customer experience in all of your channels. Which algorithms should you use?

- \* Top Sellers (Interactions) Often Bought Together (Interactions)
- \* Often Bought Together (Interactions) Often Bought Together Across Transactions (Interactions)
- \* Position a Product Often Bought Together Across Transactions (Interactions)

\* Recently Purchased Items (Interactions) Often Bought Together (Interactions)

**NO.34** You need to create a new custom report that contains information from two different data sources.

Which apps would you use to create this?

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- \* Import Data View Browser Export Software Collection
- \* Custom CDS Views Custom Analytical Queries Export Software Collection
- \* Custom CDS Views View Browser Export Software Collection

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