



C_C4HMC92

SAP Marketing Cloud Implementation Certification Questions & Answers



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C_C4HMC92

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

80 Questions Exam – 64% Cut Score – Duration of 180 minutes

C_C4HMC92 Practice Test

ERPPrep.com's C_C4HMC92 PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP Marketing Cloud Implementation experts and experienced professionals. To prepare for the actual exam, all you need is to study the content of this exam questions. You can identify the weak area with our premium C_C4HMC92 practice exams and help you to provide more focus on each syllabus topic covered. This method will help you to boost your confidence to pass the SAP Marketing Cloud Implementation certification with a better score.

C_C4HMC92 Questions and Answers Set

Question: 1

Which integration scenarios are supported when you set up integration between SAP Marketing Cloud and SAP Cloud for Customer as a standard offering?

There are 3 correct answers to this question.

- a) Sales orders
- b) Marketing lead management
- c) Call qualification
- d) Activities for sales
- e) Tickets

Answer: b, c, d

Question: 2

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

Please choose the correct answer.

- a) Log on to the SAP GUI and use transaction SPRO.
- b) Use the Manage your Solution app.
- c) Use the AIF Configuration app.
- d) Use the Manage Software Collection app.

Answer: b

Question: 3

What are the main objects that make up the data model of SAP Marketing Cloud?

Please choose the correct answer.

- a) Interactions, Interaction Contacts, Products and Product Category
- b) Items of interest, Interactions, Products and Product Category
- c) Segmentation Models, Profiles, Interactions
- d) Interactions, Interaction Contacts, Items of Interest

Answer: a

Question: 4

Which out-of-the-box actions are available for campaigns?

There are 3 correct answers to this question.

- a) Create a lead in SAP CRM.
- b) Create an opportunity in SAP CRM.
- c) Create a call list in SAP CRM.
- d) Create a lead in SAP Cloud for Customer.
- e) Create an opportunity in SAP Cloud for Customer.

Answer: a, c, d

Question: 5

From which systems can you perform initial and delta loads of customers, contacts, and consumers into SAP Marketing Cloud?

There are 3 correct answers to this question.

- a) SAP Cloud for Customer
- b) SAP ERP 6.0 or higher
- c) SAP Customer Relationship Management
- d) SAP Solution Manager
- e) SAP Supplier Relationship Management

Answer: a, b, c

Question: 6

Which key figures can you use to evaluate the effectiveness of a recommended scenario?

There are 3 correct answers to this question.

- a) Impressions
- b) Click-through rate
- c) Conversion rate
- d) Activated e-mails
- e) Model status

Answer: a, b, c

Question: 7

What application lets you create target groups based on selected attribute values?

Please choose the correct answer.

- a) Segmentation Modeling
- b) Segmentation Configuration
- c) Predictive Studio
- d) Score Builder

Answer: a

Question: 8

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?

Please choose the correct answer.

- a) Segmentation profile
- b) Segmentation model
- c) Interaction type
- d) Target group

Answer: d

Question: 9

Which Core Data Services (CDS) view types are typically called by analytical tools such as SAP Analytics Cloud or the Query Browser?

There are 2 correct answers to this question.

- a) Consumption views
- b) Composite views
- c) Reuse views
- d) Basic views

Answer: a, b

Question: 10

What can you do with the UI adaptation at runtime (RTA) function?

Please choose the correct answer.

- a) Change the theme of your SAP Marketing Cloud.
- b) Add new fields in the Campaign app.
- c) Modify the layout of the Contact Profile.
- d) Show/hide attribute groups in the Segmentation Model.

Answer: b

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