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QUESTION & ANSWER

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Exam : C_C4H260_01

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

Version : DEMO

1.What reporting options are available as part of analytics within SAP Marketing Cloud? Note: There are 2 correct answers to this question.

- A. Analytics Stories
- B. System reports
- C. Consumer reports
- D. Operational reports

Answer: A,D

2.Your marketers are each responsible for different regions and should only have access to the contacts in their own market.

How can you implement this data access control? Note: There are 2 correct answers to this question.

- A. Maintain the marketing permissions.
- B. Maintain the communication user.
- C. Maintain the business roles.
- D. Maintain the marketing areas.

Answer: C,D

3.You can perform extensibility on SAP Marketing Cloud with the help of the following activities: Export standard or custom business object tables to an SAP HANA system. Export an existing graphical calculation view along with the associated views and tables. Import the calculation views that are modeled in an SAP HANA system.

Which app can you use to do these activities?

- A. User ListsCampaign Execution Whitelist
- B. Campaign Execution WhitelistSender Profiles
- C. Maintain Certificate Trust ListContent Studio
- D. Campaign Execution BlacklistSender Profiles

Answer: B

4.You are launching a campaign to update the marketing permissions of all your customers.

Which of the following content types can you use? Note: There are 3 correct answers to this question.

- A. Forms
- B. Landing pages
- C. LINE messages
- D. Push notifications
- E. E-mails

Answer: A,B,E

5.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?

- A. Pause existing campaign and resume existing campaign
- B. Stop existing campaign and create a new campaign
- C. Stop existing campaign and create a campaign template
- D. Pause existing campaign and create a new campaign

Answer: A