



# C\_C4HCX\_04<sup>Q&As</sup>

SAP Certified Application Associate - Solution Architect for CX

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### QUESTION 1

Which of the following business events can be triggered from SAP Marketing Cloud? Note: There are 3 correct answers to this question.

- A. Offers
- B. Marketing permissions
- C. Recommendations
- D. Campaigns
- E. Interactions

Correct Answer: BDE

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### QUESTION 2

Which of the following best describes Tactics in SAP Emarsys Customer Engagement?

- A. Tactics are pre-built automation programs to achieve a specific goal.
- B. Tactics are program execution results.
- C. Tactics are KPIs available in Smart Insight dashboards.
- D. Tactics are spend management marketing plans.

Correct Answer: A

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### QUESTION 3

Which of the following are recommended SAP Extension Suite use cases for faster adoption? Note: There are 3 correct answers to this question.

- A. React faster with real-time Internet of Things insights
- B. Re-platform ERP across your organization
- C. Deliver agile process automation
- D. Simplify your application user experiences
- E. Enable new differentiating business solutions

Correct Answer: CDE

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### QUESTION 4



What analytics/reporting options are available for SAP Sales Cloud and SAP Service Cloud? Note: There are 3 correct answers to this question.

- A. Embedded reports/dashboards
- B. Third-party BI integration
- C. SAP Analytics Cloud integration
- D. Google Analytics
- E. Dynatrace

Correct Answer: ABC

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#### QUESTION 5

What functions can you perform with IdentitySync? Note: There are 3 correct answers to this question.

- A. Transfer users from one CDC site to another.
- B. Take all the permission-based social and profile identity information stored in SAP Customer Data Cloud and channel it into another platform.
- C. Send a welcome e-mail to new customers.
- D. Get up-to-date data from a third-party platform and update or create CDC user profiles.
- E. Connect in a relational database and execute SQL statements.

Correct Answer: ABD

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