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**QUESTION 1**

How can SAP Marketing Cloud help customers drive their business? Note: There are 3 correct answers to this question.

- A. It provides end-to-end marketing processes to engage customers, drive conversions, and react to the market.
- B. It builds customer profiles to gain insights into real-time intentions, and motivations along the customer journey.
- C. It allows customers to connect, analyze, and take action on all their data in one marketing dashboard to increase ROI.
- D. It enables planning and execution of personalized campaigns through various channels like e-mail, SMS, or m

Correct Answer: ABD

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

QUESTION 3

Your team has subscribed to SAP Cloud Integration in the Cloud Foundry environment. You are the named admin contact and have received the required access and authorization. Where can you provide SAP Cloud Integration authorizations for your colleagues?

- A. In the User Roles tile in the SAP Cloud Integration Operations view
- B. In the Access Policies tile in the SAP Cloud Integration Operations view
- C. In the SAP BTP Cockpit Instances and Subscriptions view
- D. In the SAP BTP Cockpit Trust Configuration view

Correct Answer: C

QUESTION 4

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

QUESTION 5

You are executing the source-to-pay end-to-end process. What are the critical areas you always need to evaluate?

Note: There are 2 correct answers to this question.

- A. End-to-end customer experience
- B. Intelligent procurement
- C. Workforce engagement
- D. Sourcing process

Correct Answer: BC

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