

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

You want to provide an omnichannel experience to your customers by extending your webshop personalization experience to another channel. In this context, what is the recommended practice for identifying contacts?

- A. Use full name and email address as the unique identifier.
- B. Use the same identifier across all channels.
- C. Use different identifiers so you can better identify which contacts are coming from the new channel and your website pages.
- D. Enable SAP Emarsys Customer Engagement AI to automatically identify unique contacts.

Correct Answer: B

QUESTION 2

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

- A. An internal issue occurred and you should try again.
- B. Your API credentials are incorrect.
- C. There is an error in the information provided that needs correcting.
- D. It indicates the call was successful.

Correct Answer: C

QUESTION 3

What data collection commands does Web Extend support? Note: There are 3 correct Answer: to this question.

- A. Purchase
- B. SetCustomerId
- C. Review
- D. SetPassword E. Go

Correct Answer: ABE

QUESTION 4

Why does it make sense to create link categories under Management > Link Categories? Note: There are 2 correct

Answer: to this question.

- A. You will use the Predict Mail Category widgets in your emails.
- B. You can use the categories for reporting in email analytics.
- C. You can assign every link you add to a category in the email editor later.
- D. You can use the categories you created for segmentation.

Correct Answer: CD

QUESTION 5

What is the purpose of relational data?

- A. To improve personalization and segmentation
- B. To automate multi-channel marketing programs
- C. To display SAP Emarsys Customer Engagement recommendations
- D. To add new products to SAP Emarsys Customer Engagement

Correct Answer: A

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