

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

Which of the following statements apply when importing product data files into SAP Emarsys Customer Engagement?
Note: There are 2 correct Answer: to this question.

- A. A pipe (|) must be used to separate multiple values in category fields.
- B. Redundant white spaces are automatically trimmed unless they are quoted (e.g., 1, 2, 3 is the same as 1,2,3).
- C. Values are not case sensitive, for example, the identifiers Women_Dress_100 and women_dress_100 are treated the same.
- D. Emarsys does not support uploading product data files over a secure connection with password protection, based on your location.

Correct Answer: AB

QUESTION 2

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 3

You are setting up a new API call to add a new contact that has opted in, and you want to ensure the system opt-in field is set correctly. What value must you use?

- A. "31" : "True"
- B. "1" : "1"
- C. "1" : "True"
- D. "31" : "1"

Correct Answer: A

QUESTION 4

You want to exclude domains and email addresses that should not be contacted via email at all. Which option do you need from this list?

- A. Bounce management
- B. Internal blocklist
- C. Frequency cap
- D. Reply management

Correct Answer: B

QUESTION 5

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 6

You are connecting your Magento shop with SAP Emarsys Customer Engagement using the Magento 2 plug-in. Which of the following scenarios are valid? Note: There are 2 correct Answer: to this question.

- A. Multiple Magento stores into one SAP Emarsys Customer Engagement account
- B. Single Magento store into multiple SAP Emarsys Customer Engagement accounts
- C. Multiple Magento websites into one SAP Emarsys Customer Engagement account
- D. Single Magento store into one SAP Emarsys Customer Engagement account

Correct Answer: AD

QUESTION 7

The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct Answer: to this question.

- A. It is the number of mobile push messages.
- B. It is the number of all messages in the Interactions program, regardless of the channel.

- C. It is the number of times the program was started and executed.
- D. It is the number of mobile in-app messages.

Correct Answer: AC

QUESTION 8

Sarah left a product in her cart on your website. You\\'d like to build an automated customer journey so that she completes her purchase. Which trigger option from the list below do you need to use in your Interactions program?

- A. Web Extend event
- B. Wishlist event
- C. Product catalog update
- D. Mobile event

Correct Answer: A

QUESTION 9

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct Answer: to this question.

- A. Emarsys Scripting Language
- B. Link Editor
- C. Personalization token
- D. Manage optional content

Correct Answer: AC

QUESTION 10

Which of the following statements apply when using Google Product Feed (GPF)?

- A. Multiple GPFs are supported for clients who target multiple countries.
- B. United States is selected as the default locale if a language is not supported.
- C. A custom field can be inserted using c_* format.
- D. Multiple GPFs are not supported for clients who use multiple languages.

Correct Answer: AB

QUESTION 11

You are tasked with setting up a new product feed for SAP Emarsys Customer Engagement. What rules should you follow to ensure the feed is accepted? Note: There are 2 correct Answer: to this question.

- A. Include the field names in the first row.
- B. Leave fields empty when they do not have a value.
- C. Use a pipe to separate fields.
- D. Use ASCII encoding.

Correct Answer: AB

QUESTION 12

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct Answer: to this question.

- A. Define the permitted email domains.
- B. Set up IP access control.
- C. Deactivate users.
- D. Create external events.

Correct Answer: AB

QUESTION 13

You are trying to send a testmail, but the following error message appears: "Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again." What could be causing this error? Note: There are 2 correct Answer: to this question.

- A. From (name) and From (email address)
- B. Image alternative text
- C. Style settings
- D. Subject line

Correct Answer: AD

QUESTION 14

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

QUESTION 15

You want to filter all contacts who made their last purchase on Black Friday. Which filter is correct?

- A. Days since last engagement
- B. Spent in the last 24 months
- C. Order(s) made X days ago
- D. Days since last purchase

Correct Answer: D

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