SAP

C_C4H225_12

SAP Emarsys Customer Engagement Implementation

SAP

Exam C_C4H225_12

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

Version: 3.0

[Total Questions: 80]

Question No : 1

You want to import sales data into Smart Insight on a regular basis. What is the recommended frequency?

A. Real-time
B. Weekly
C. Hourly
D. Daily

Answer: D

Question No : 2

How does contact duplication work in SAP Emarsys Customer Engagement? Note: There are 2 correct Answer: to this question.

A. It runs once a day, checking against the full database.
B. Contacts with the same unique identifier are merged automatically on import.
C. Contacts with identical first name and last name are merged automatically.
D. It runs every time a new contact is about to be imported.

Answer: B,D

Question No : 3

Web Channel displays personalized content on your website. How many domains can use Web Channel?

A. Two domains are supported.
B. Unlimited domains are supported.
C. One domain is supported.
D. Up to 10 domains are supported.

Answer: C

Question No : 4

You receive a call from the marketing team saying they need to make a decision about a

campaign to collect new contacts with an SAP Emarsys Customer Engagement form. Is it possible to check the number of new contacts who signed up via an active SAP Emarsys Customer Engagement registration form?

A. Yes, under Management > Forms Settings.
B. Yes, under Analytics > Registrations > Per Contact Source.
C. No, the Registrations report is not shown in real time.
D. Yes, under the Shopify Customer Registration event in a Tactic.

Answer: B

Question No : 5

In which node can you choose filters and conditions such as "Country equals US"?

A. Didn't click link
B. Quick filter
C. Email behavior check
D. Filter switch

Answer: B

Question No : 6

A test user received an email with a form to confirm a premium newsletter subscription. The content of the opt-in invitation has a typo: "Yes, I WULD like to receive emails about new products and special promotions." Where can you correct this?

A. Management > Form Settings > Opt-in invitation and interests
B. Channels > Email campaigns
C. My profile > Form default language
D. Management > Form settings > General format

Answer: A

Question No : 7

You want to prevent a specific coffee brand, "GALLO", from being recommended on your website, although it will still be available to purchase. How can you do this?

A. Set available to false in product catalog for all products the brand.
B. Use command (['exclude', 'brand', 'is', 'ALL']) on all pages.
C. Use command (['include', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee product's pages.
D. Use command (['exclude', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee products' pages.

Answer: D

Question No : 8

You want to test two different Overlay Web Channel campaigns. Which options do you have? Note: There are 2 correct Answer: to this question.

A. Activate the Advanced Scheduling page and set up an A/B test.
B. Create an Interactions program with an A/B splitter and insert two different campaigns.
C. Create an Automation program with an A/B splitter and insert two different campaigns.
D. Split your recipient source into two contact lists and activate two separate campaigns.

Answer: A,C

Question No : 9

The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information? Note: There are 2 correct Answer: to this question.

A. Predict Recommendations widget
B. Inspector bookmarklet
C. Database Growth widget
D. Predict Data Sources page

Answer: D

Question No : 10

In January you will want to target contacts who signed up in store during the festive holidays, so you want to segment by the registration source and the registration date. What field types do you need to create? Note: There are 2 correct Answer: to this question.

A. Date
B. Single choice
C. URL field
D. Multi choice

Answer: A,B

Question No : 11

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

Answer: D

Question No : 12

Which of the following apply to the msrp field in the product data file? Note: There are 3 correct Answer: to this question.

A. It is the original price of the product.
B. The currency is not included.
C. The comma (,) is always used as the decimal mark.
D. It is a mandatory field.
E. The msrp value must be higher than the price for it to appear in the recommendation.

Answer: A,B,E

Question No : 13

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

A. Analytics > Customer Lifecycle
B. Analytics > Revenue Analytics

C. Contacts > Combined Segments

D. Management > Smart Insight Settings

Answer: D

Question No : 14

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

Answer: A,C

Question No : 15

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

Answer: A,D

Question No : 16

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.

Answer: C,D

Question No : 17

Which of the following can you only perform in Advanced Scheduling? Note: There are 2 correct Answer: to this question.

A. You can select a time zone for scheduling.
B. You can schedule emails to be sent in the future.
C. You can schedule test launches one after another.
D. You can schedule versions for A/B testing.

Answer: B,C

Question No : 18

You have 1500 contacts and have manually uploaded 100 additional new contacts, but the number of available (opted-in) new contacts on the Database Growth widget still shows 1500 contacts.

You checked that the email address fields are filled and the email addresses are valid. What could be reasons why the additional new contacts are not showing? Note: There are 2 correct Answer: to this question.

A. The opt-in field was not set to TRUE.
B. The Database Growth widget only shows auto-imported contacts.
C. The update takes at least 24 hours to show in the widget.
D. Too many new contacts were uploaded at the same time.

Answer: A,C

Question No : 19

You need to update some existing contacts records using the SAP Emarsys Customer Engagement API. What is the correct method to use?

A. GET
B. DELETE
C. PUT

D. POST

Answer: C

Question No : 20

Some web recommender widgets can be placed on any page in your website. What are some examples of these widgets? Note: There are 2 correct Answer: to this question.

A. Also-bought widget
B. Home widget
C. Last-purchase widget
D. Personal widget

Answer: A,B

Question No : 21

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?

A. Form - registration form
B. Target segment - segment
C. Entry from program
D. Recurring filter - every 1 day(s)

Answer: C

Question No : 22

For which platforms does SAP Emarsys Customer Engagement provide a standard connector? Note: There are 2 correct Answer: to this question.

A. Magento
B. BigCommerce
C. Shopify
D. WooCommerce

Answer: A,C

Question No : 23

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.

Answer: A,B

Question No : 24

Which database cannot be used for campaign personalization in SAP Emarsys Customer Engagement?

A. Amazon Redshift
B. Microsoft SQL Server
C. MySQL
D. Google BigQuery

Answer: D

Question No : 25

Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify? Note: There are 2 correct Answer: to this question.

A. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement
B. Automated installation of the Web Recommender template in your webshop
C. Automated installation of the Web Extend data collection scripts on your Shopify themes
D. Automated creation of Interactions programs for Shopify events

Answer: A,C