

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

Which two mailboxes are the best practice for the Yahoo complaint feedback loop setup? Note: There are 2 correct Answer: to this question.

- A. complaint@your.senderdomain.com
- B. abuse@your.senderdomain.com
- C. bounces@your.senderdomain.com
- D. postmaster@your.senderdomain.com

Correct Answer: BD

QUESTION 2

What are some of the configurations that are required before you can start sending emails via SAP Emarsys Customer Engagement? Note: There are 2 correct Answer: to this question.

- A. Send Time Optimization
- B. DNS configuration
- C. Deliverability Advisor
- D. Reply Management

Correct Answer: BD

QUESTION 3

You are using a general registration form on your website. You want to know how many new subscribers complete the form each day. Where can you find this information?

- A. Smart Insight Data Quality
- B. Top Performing Program widget
- C. Registrations > Per Contacts Source
- D. Database Growth widget

Correct Answer: C

QUESTION 4

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 5

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

Correct Answer: A

QUESTION 6

Which mandatory steps do you need to complete before you can attempt your first API call? Note: There are 2 correct Answer: to this question.

- A. Create an SAP Emarsys Customer Engagement login.
- B. Create an API user.
- C. Configure authentication.
- D. Download the Postman collection.

Correct Answer: BC

QUESTION 7

How are List-unsubscribes generated?

- A. A recipient opts out by using the Unsubscribe link in the email header.
- B. A recipient opts out by using the List-unsubscribe button at the top of the email client.
- C. A recipient opts out by using the Unsubscribe link in the email footer.

D. A recipient changes his or her newsletter information in the account profile.

Correct Answer: B

QUESTION 8

You are about to create your monthly email report and you want to see revenue results of two different campaigns next to each other. Where can you create this report?

- A. Analytics > Trends > Revenue Analytics
- B. Analytics > Trends > Comparison
- C. Analytics > Trends > Revenue
- D. Analytics > Trends > Trend Reporting

Correct Answer: B

QUESTION 9

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

Correct Answer: AB

QUESTION 10

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 11

Who is the Security Settings page of the Management menu available to?

- A. Account owners and administrators
- B. Account owners
- C. Operators
- D. Administrators

Correct Answer: B

QUESTION 12

You are configuring the SAP Emarsys Customer Engagement plug-in for Shopify. What is the first data set you should enable?

- A. Web Extend
- B. Product data
- C. Customer data
- D. Order data

Correct Answer: C

QUESTION 13

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.

Correct Answer: BD

QUESTION 14

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.

Correct Answer: BC

QUESTION 15

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

Correct Answer: AC

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