Vendor:SAP

Exam Code:C_C4H225_12

Exam Name:SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

Version: Demo

QUESTION 1

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

Correct Answer: D

QUESTION 2

You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks. When is the segment refreshed? Note: There are 2 correct Answer: to this question.

A. As soon as the Web campaign is launched

B. Every 6 hours

C. Hourly

D. On a daily basis

Correct Answer: AB

QUESTION 3

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 4

Which statement correctly describes the data flow of web recommendations?

A. Recommendations are requested from SAP Emarsys Customer Engagement servers and are then displayed on the client website.

B. Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.

C. Recommendations are requested from the end user\\'s email server by the JavaScript API then the returned recommendations are displayed by the same API.

D. Recommendations are requested from the end user\\'s browser by the JavaScript API then the returned recommendations are displayed by the same API.

Correct Answer: D

QUESTION 5

You want to create a new Lookalike Audience for Facebook in CRM Ads, but a status error message appears saying "Too few contacts". How is this possible? Note: There are 2 correct Answer: to this question.

A. The audience is updated on a daily basis only.

B. The audience was archived.

C. The network audience was created but there are not enough contacts.

D. The network audience was created but the transfer of the contacts failed.

Correct Answer: AC

QUESTION 6

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 7

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 8

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

Correct Answer: AB

QUESTION 9

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.

Correct Answer: AC

QUESTION 10

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 11

When the frequency cap is activated, which email types count toward the cap?

A. All email opened will add to the frequency count for each contact.

B. All email types will add to the frequency count for each contact.

C. All email types except transactional will add to the frequency count for each contact.

D. Event-triggered (transactional) will add to the frequency count for each contact.

Correct Answer: C

QUESTION 12

A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send? Note: There are 2 correct Answer: to this question.

A. Abandoned cart

B. Order delay notification

C. Password retrieval message

D. Membership upgrade

Correct Answer: BC