

SAP.C-C4H225-11.v2022-09-12.q29

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NEW QUESTION: 1

Why does it make sense to create link categories under Management > Link Categories?

Note: There are

2 correct answers 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 (LEAVE A REPLY)

NEW QUESTION: 2

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

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 3

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 answers to this question.

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

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 4

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. Management > Smart Insight Settings
- C. Analytics > Revenue Analytics
- D. Contacts > Combined Segments

Answer: B [\(LEAVE A REPLY\)](#)

NEW QUESTION: 5

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

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

Answer: C,D [\(LEAVE A REPLY\)](#)

NEW QUESTION: 6

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

Answer: A [\(LEAVE A REPLY\)](#)

NEW QUESTION: 7

What information does the email channel set up form collect? Note: There are 3 correct answers to this question.

- A. Email performance

- B. Sending volumes
- C. Website information
- D. Historic sales information
- E. Product information

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 8

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

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 answers 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 the transfer of the contacts failed.
- D. The network audience was created but there are not enough contacts.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 10

Which mandatory steps do you need to complete before you can attempt your first API call? Note:

There are 2 correct answers to this question.

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

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 11

Which file formats are supported for integrating flexible product data? Note: There are 2 correct answers to this question.

- A. Microsoft Excel file (XLS)
- B. Text (TXT)
- C. Extensible Markup Language (XML)

D. Comma-separated values (CSV)

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 12

How can a new API user be set up?

- A. An account owner can create an API user in Management > Security Settings.
- B. An account owner can create an API user in Management > Predict Data Sources.
- C. A system operator can use an API endpoint to generate a new user.
- D. An account owner can create an API user in Management > User Management.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 13

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 ([LEAVE A REPLY](#))

NEW QUESTION: 14

You want to create a trigger in order to send a password reset email. Which data management option do you need?

- A. Predict Data Sources
- B. Field Editor
- C. Form Settings > Opt-in invitations and settings
- D. External Event

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

You are implementing Web Channel and you are told to use all web campaign types available. What are your choices? Note: There are 3 correct answers to this question.

- A. Overlay: to have content appear above the normal website content
- B. Embed: to replace a selected element on your website
- C. Category: to insert a category-level recommendation
- D. Ribbon: to display a ribbon at the top or bottom of the page
- E. Space: to insert blank elements on your website

Answer: A,B,D ([LEAVE A REPLY](#))

NEW QUESTION: 16

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

- A. All email types will add to the frequency count for each contact.
- B. All email opened will add to the frequency count for each contact.
- C. Event-triggered (transactional) will add to the frequency count for each contact.
- D. All email types except transactional will add to the frequency count for each contact.

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 17

You want to connect your own hosted databases to SAP Emarsys Customer Engagement using Relational Data Service (RDS). Which of the following connection types require a certificate authority (CA)? Note:

There are 3 correct answers to this question.

- A. Snowflake
- B. MySQL
- C. Google BigQuery
- D. Amazon Redshift
- E. PostgreSQL

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 18

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

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

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 19

What can the plus signs (+) in the Email Analytics Overview page mean? Note: There are 2 correct answers to this question.

- A. The plus sign can be expanded to show the preview.
- B. The campaign was sent with Send Time Optimization.

- C. The campaign has child campaigns (e.g., recurring or A/B test emails).
- D. These are your most successful campaigns.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

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 ([LEAVE A REPLY](#))

NEW QUESTION: 21

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 answers to this question.

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

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 22

You want to display different content for your female and male contacts in your email campaign. Which function do you use?

- A. Open Block Style settings
- B. Predict Recommendation settings
- C. Product source
- D. Block targeting

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 23

You want to test two different Overlay Web Channel campaigns. Which options do you have? Note:

There are 2 correct answers to this question.

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

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 24

Your current loyalty plan is for the US only. The currency is: point. A new loyalty campaign is being planned by your marketing team and they want end users to collect stars in this campaign. Which of the following statements apply? Note: There are 2 correct answers to this question.

- A. You can only use points if your loyalty plan is based on points.
- B. You cannot use plural in the name of the currency.
- C. You can set multiple currencies in one account.
- D. You can set multiple currency handling under Loyalty Management > Account settings.

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 25

In your test campaign, only 50% of push messages are delivered. The error message states "Invalid push token". What do you do?

- A. Create a silent push message.
- B. Check your segmentation criteria and only include push-enabled users.
- C. Check the SDK version in your app.
- D. Add iOS and Android platform-specific values for your messages.

Answer: [B \(LEAVE A REPLY\)](#)

NEW QUESTION: 26

How does the IP access control functionality work?

- A. Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other users will need to confirm their identity via user name, password, and two-step authentication.
- B. Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other IPs are fully restricted.
- C. Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. Users logging in from all other IP addresses must confirm their identity via two-step authentication.
- D. Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. All other IPs are fully restricted.

Answer: [C \(LEAVE A REPLY\)](#)

NEW QUESTION: 27

You are using the SAP Emarsys Customer Engagement API to trigger an external event endpoint. What is missing (pixelated) from the API call below?

- A. Event time
- B. Campaign name
- C. External event name

D. External event ID

Answer: D (LEAVE A REPLY)

NEW QUESTION: 28

What is the Yahoo complaint feedback loop?

A. It is a tool that enables bounces to be automatically recorded in your account as suppressions.

B. It is a tool that enables hard bounces to be automatically recorded in your account as invalid contacts.

C. It is a tool that enables complaints to be automatically recorded in your account as unsubscribes.

D. It is a tool that enables complaints to be automatically recorded in your account as hard bounces.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 29

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

Answer: A (LEAVE A REPLY)

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