

SAP.C-C4H225-12.v2023-09-16.q27

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NEW QUESTION: 1

What is one purpose of the link title attribute when adding URLs in the block-based editor?

- A. It displays the link title in the reporting.
- B. It is a tooltip and appears when the recipient hovers over the link.
- C. It enables link tracking.
- D. It creates a call to action (CTA) with this text on it.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

How can a new API user be set up?

- A. An account owner can create an API user in Management > Predict Data Sources.
- B. An account owner can create an API user in Management > User Management.
- 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 > Security Settings.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 3

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

Which statement correctly describes the data flow of web recommendations?

- A. Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.
- B. Recommendations are requested from the end user's email server by the JavaScript API then the returned recommendations are displayed by the same API.
- C. Recommendations are requested from SAP Emarsys Customer Engagement servers and are then displayed on the client website.
- D. Recommendations are requested from the end user's browser by the JavaScript API then the returned recommendations are displayed by the same API.

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

NEW QUESTION: 5

Which two of the following answer are valid methods to track revenue?

- A. Last Touch > Attribution window 9 days > Touchpoint email click
- B. First Touch > Attribution window 365 days > Touchpoint push open
- C. First Touch > Attribution window 366 days > Touchpoint email open
- D. First Touch > Attribution window 7 days > Touchpoint Web Channel click

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

NEW QUESTION: 6

The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

Which of the following apply to the msrp field in the product data file?

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

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

NEW QUESTION: 9

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 Unsubscribe link in the email footer.
- C. A recipient opts out by using the List-unsubscribe button at the top of the email client.
- D. A recipient changes his or her newsletter information in the account profile.

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

NEW QUESTION: 10

Which file formats are supported for integrating flexible product data?

- A. Comma-separated values (CSV)
- B. Text (TXT)
- C. Extensible Markup Language (XML)
- D. Microsoft Excel file (XLS)

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

NEW QUESTION: 11

You want to provide an omnichannel experience to your customers by extending your webshop personalization experience to another channel. In this context, what is the recommended practice for identifying contacts?

- A. Use different identifiers so you can better identify which contacts are coming from the new channel and your website pages.
- B. Use the same identifier across all channels.
- C. Use full name and email address as the unique identifier.
- D. Enable SAP Emarsys Customer Engagement AI to automatically identify unique contacts.

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

NEW QUESTION: 12

Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify?

- A. Automated installation of the Web Extend data collection scripts on your Shopify themes
- B. Automated installation of the Web Recommender template in your webshop

C. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement

D. Automated creation of Interactions programs for Shopify events

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

What can you configure in the Email Widget Editor shown below?

A. The outer HTML elements of recommended items

B. The layout and currency format of the product recommendation

C. The template language

D. The content of product catalog fields in Email Recommendations

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

NEW QUESTION: 14

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

A. Block targeting

B. Product source

C. Predict Recommendation settings

D. Open Block Style settings

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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

A. Account owners and administrators

B. Operators

C. Administrators

D. Account owners

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts?

A. Use email address.

B. Use an SAP Emarsys Customer Engagement internal ID.

C. Use first name and last name.

D. Use date of birth.

E. Use an external ID.

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

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NEW QUESTION: 17

What can the plus signs (+) in the Email Analytics Overview page mean?

- A. The campaign has child campaigns (e.g., recurring or A/B test emails).
- B. The plus sign can be expanded to show the preview.
- C. The campaign was sent with Send Time Optimization.
- D. These are your most successful campaigns.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 18

How do you build a segment for contacts who recently opened an email, visited the website or made a purchase?

- A. Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100
- B. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer
- C. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum
- D. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0-15

Answer: (SHOW ANSWER)

NEW QUESTION: 19

A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send?

- A. Order delay notification
- B. Membership upgrade
- C. Abandoned cart
- D. Password retrieval message

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 20

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

- A. Your API credentials are incorrect.
- B. There is an error in the information provided that needs correcting.

- C. An internal issue occurred and you should try again.
- D. It indicates the call was successful.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 21

Which of the following statements apply when importing product data files into SAP Emarsys Customer Engagement?

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 22

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 23

Why is the Sales Data API the preferred method for sending sales data to Smart Insight?

- A. It provides support for custom columns.
- B. It provides real-time validation of the file.
- C. The columns can be sent in any order.
- D. The data is usable more quickly in the UI.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 24

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?

- A. The network audience was created but there are not enough contacts.
- B. The network audience was created but the transfer of the contacts failed.
- C. The audience was archived.
- D. The audience is updated on a daily basis only.

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 25

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

- A. You will use the Predict Mail Category widgets in your emails.
- B. You can use the categories you created for segmentation.
- C. You can assign every link you add to a category in the email editor later.
- D. You can use the categories for reporting in email analytics.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 26

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 27

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?

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

Answer: (SHOW ANSWER)

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