

## SAP.C\_C4H225\_11.v2023-05-22.q29

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### NEW QUESTION: 1

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 answers to this question.

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

**Answer: A,D (LEAVE A REPLY)**

### NEW QUESTION: 2

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. Management > Form settings > General format
- C. Channels > Email campaigns
- D. My profile > Form default language

**Answer: A (LEAVE A REPLY)**

### NEW QUESTION: 3

A one-time promotional email campaign is scheduled to be sent for all female contacts in the database.

New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

- A. Email Setting > Recipient source > Generated through an event > On Registration
- B. Email Setting > Recipient source > Web behavior segment
- C. Email Setting > Recipient source > Mobile Engage segment
- D. Email Setting > Recipient source > Using a segment

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

#### **NEW QUESTION: 4**

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

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

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

#### **NEW QUESTION: 5**

Which two of the following answers are valid methods to track revenue? Note: There are 2 correct answers to this question.

- 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**

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

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

#### **NEW QUESTION: 7**

What is the purpose of relational data?

- A. To improve personalization and segmentation
- B. To display SAP Emarsys Customer Engagement recommendations

- C. To automate multi-channel marketing programs
- D. To add new products to SAP Emarsys Customer Engagement

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 8**

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

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

**Answer: A,C (LEAVE A REPLY)**

**NEW QUESTION: 9**

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" : "1"
- B. "31" : "True"
- C. "1" : "1"
- D. "1" : "True"

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 10**

You need to update some existing contacts records using the SAP Emarsys Customer Engagement API.

What is the correct method to use?

- A. POST
- B. DELETE
- C. PUT
- D. GET

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 11**

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

**Answer: C,D (LEAVE A REPLY)**

**NEW QUESTION: 12**

You want to build a comma-separated values (CSV) file and import it into SAP Emarsys Customer Engagement. Which of the following rules apply? Note: There are 2 correct answers to this question.

- A. Always use UTF-8 encoding.
- B. Do not use field values longer than 32 KB.
- C. Do not use more than 128 columns.
- D. When a field does not have a value, leave it empty.

**Answer: A,D (LEAVE A REPLY)**

**NEW QUESTION: 13**

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 IPs are fully restricted.
- B. 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.
- 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: 14**

For which platforms does SAP Emarsys Customer Engagement provide a standard connector? Note:

There are 2 correct answers to this question.

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

**Answer: C,D (LEAVE A REPLY)**

**NEW QUESTION: 15**

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct answers to this question.

- A. The layout and currency format of the product recommendation
- B. The outer HTML elements of recommended items
- C. The template language
- D. The content of product catalog fields in Email Recommendations

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

**NEW QUESTION: 16**

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. External event ID
- B. Event time
- C. External event name
- D. Campaign name

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

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**NEW QUESTION: 17**

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 > Trend Reporting
- D. Analytics > Trends > Revenue

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

**NEW QUESTION: 18**

Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify? Note: There are 2 correct answers 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 Extend data collection scripts on your Shopify themes
- C. Automated installation of the Web Recommender template in your webshop
- D. Automated creation of Interactions programs for Shopify events

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

**NEW QUESTION: 19**

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

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

#### **NEW QUESTION: 20**

You are building an abandoned cart program that uses a discount voucher. You don't want any users to receive more than 1 voucher in a 30 day period. There are wait nodes in the program that spam multiple days. Which participation setting do you need?

- A. Contacts can enter this program again 30 days and 0 hours after entering it.
- B. Contacts can enter this program again 30 days and 0 hours after exiting it.
- C. Contacts can enter this program only once, ever.
- D. Contacts can enter this program any time, even if they are still in it.

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

#### **NEW QUESTION: 21**

You want to exclude domains and email addresses that should not be contacted via email at all. Which option do you need from this list?

- A. Reply management
- B. Internal blocklist
- C. Bounce management
- D. Frequency cap

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

#### **NEW QUESTION: 22**

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

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

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

#### **NEW QUESTION: 23**

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

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

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

#### **NEW QUESTION: 24**

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

- A. It indicates the call was successful.
- B. Your API credentials are incorrect.
- C. An internal issue occurred and you should try again.
- D. There is an error in the information provided that needs correcting.

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

#### **NEW QUESTION: 25**

Sarah left a product in her cart on your website. You'd like to build an automated customer journey so that she completes her purchase. Which trigger option from the list below do you need to use in your Interactions program?

- A. Wishlist event
- B. Mobile event
- C. Web Extend event
- D. Product catalog update

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

#### **NEW QUESTION: 26**

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

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

#### **NEW QUESTION: 27**

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

- A. One domain is supported.

- B. Two domains are supported.
- C. Up to 10 domains are supported.
- D. Unlimited domains are supported.

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 28**

Which of the following describe Automation Center programs and Interactions programs?

Note: There are 2 correct answers to this question.

- A. Automation Center programs always ignore the opt-in status.
- B. The only difference is that Interactions programs have different entry points.
- C. Automation programs can be used for automated multiple-step, multi-channel programs for one-off or recurring lifecycle campaigns.
- D. Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.

**Answer: C,D (LEAVE A REPLY)**

#### **NEW QUESTION: 29**

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

Note: There are

2 correct answers to this question.

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

**Answer: B,D (LEAVE A REPLY)**

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