

SAP.C-C4H225-11.v2022-09-12.q28

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NEW QUESTION: 1

You want to collect data from contacts using forms. Which forms does SAP Emarsys Customer Engagement offer? Note: There are 3 correct answers to this question.

- A. General Registration
- B. Consent Management
- C. Newsletter Registration
- D. Product Subscription
- E. Change Profile

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

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

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

NEW QUESTION: 3

What is the purpose of relational data?

- A. To improve personalization and segmentation
- B. To automate multi-channel marketing programs
- C. To add new products to SAP Emarsys Customer Engagement
- D. To display SAP Emarsys Customer Engagement recommendations

Answer: (SHOW ANSWER)

NEW QUESTION: 4

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 5

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 answers to this question.

- A. Personal widget
- B. Last-purchase widget
- C. Home widget
- D. Also-bought widget

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 6

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 7

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. Extensible Markup Language (XML)

- C. Text (TXT)
- D. Comma-separated values (CSV)

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 8

What does the CRM Ads - Remove from Audience node do in the Automation Center?

- A. It adds contacts to another program.
- B. It finishes the program early.
- C. It removes the contact from the audience so that they don
- D. It removes any contacts with invalid email addresses from the program.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 9

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 10

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 11

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

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 12

You receive a call from the marketing team saying they need to make a decision about a campaign to collect new contacts with an SAP Emarsys Customer Engagement form. Is it possible to check the number of new contacts who signed up via an active SAP Emarsys Customer Engagement registration form?

- A. Yes, under Management > Forms Settings.
- B. Yes, under the Shopify Customer Registration event in a Tactic.
- C. Yes, under Analytics > Registrations > Per Contact Source.
- D. No, the Registrations report is not shown in real time.

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

NEW QUESTION: 13

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

- A. Up to 10 domains are supported.
- B. Unlimited domains are supported.
- C. Two domains are supported.
- D. One domain is supported.

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

NEW QUESTION: 14

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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

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

NEW QUESTION: 16

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 > Customer Lifecycle > Days since last engagement = 0-15

D. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 17

Which of the following can you only perform in Advanced Scheduling? Note: There are 2 correct answers to this question.

A. You can schedule test launches one after another.

B. You can schedule emails to be sent in the future.

C. You can select a time zone for scheduling.

D. You can schedule versions for A/B testing.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 18

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

A. Account owners

B. Administrators

C. Account owners and administrators

D. Operators

Answer: (SHOW ANSWER)

NEW QUESTION: 19

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

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

NEW QUESTION: 20

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

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

NEW QUESTION: 21

In which node can you choose filters and conditions such as "Country equals US"?

- A. Quick filter
- B. Filter switch
- C. Email behavior check
- D. Didn

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

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

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

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

NEW QUESTION: 23

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct answers to this question.

- A. Use first name and last name.
- B. Use an external ID.

- C. Use email address.
- D. Use date of birth.
- E. Use an SAP Emarsys Customer Engagement internal ID.

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

NEW QUESTION: 24

You want to prevent a specific coffee brand, "GALLO", from being recommended on your website, although it will still be available to purchase. How can you do this?

- A. Use command (['include', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee product
- B. Set available to false in product catalog for all products the brand.
- C. Use command (['exclude', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee products
- D. Use command (['exclude', 'brand', 'is', 'ALL']) on all pages.

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

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

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

NEW QUESTION: 26

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 answers to this question.

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

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

There are 2 correct answers to this question.

- A. Magento
- B. WooCommerce

- C. Shopify
- D. BigCommerce

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

NEW QUESTION: 28

You are an account owner. You are asked to add a new administrator with access to Smart Insight.

Which user role do you select?

- A. Operator
- B. Administrator
- C. BI administrator
- D. Account owner

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

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