

SAP.C-C4H225-11.v2022-11-14.q29

Exam Code:	C-C4H225-11
Exam Name:	SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation
Certification Provider:	SAP
Free Question Number:	29
Version:	v2022-11-14
# of views:	673
# of Questions views:	290
https://www.dumpsdb.com/dumps/SAP/C-C4H225-11/SAP.C-C4H225-11.v2022-11-14.q29	

NEW 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 answers to this question.

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 2

Which of the following apply to the msrp field in the product data file? Note: There are 3 correct answers to this question.

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

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

NEW QUESTION: 3

You are connecting your Magento shop with SAP Emarsys Customer Engagement using the Magento 2 plug-in. Which of the following scenarios are valid? Note: There are 2 correct answers to this question.

- A. Multiple Magento stores into one SAP Emarsys Customer Engagement account
- B. Single Magento store into one SAP Emarsys Customer Engagement account
- C. Multiple Magento websites into one SAP Emarsys Customer Engagement account
- D. Single Magento store into multiple SAP Emarsys Customer Engagement accounts

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

NEW QUESTION: 4

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

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

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

NEW QUESTION: 6

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. Customer data
- D. Order data

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

NEW QUESTION: 7

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 answers to this question.

- A. Hourly
- B. On a daily basis
- C. As soon as the Web campaign is launched
- D. Every 6 hours

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

NEW QUESTION: 8

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. Channels > Email campaigns
- B. Management > Form settings > General format
- C. Management > Form Settings > Opt-in invitation and interests
- D. My profile > Form default language

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

NEW QUESTION: 9

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 installation of the Web Extend data collection scripts on your Shopify themes
- B. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement
- 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: 10

Yesterday, David purchased a very elegant suit from your Web shop, while Andrew bought a simple discounted T-shirt. You'd like to send different messages to them depending on their total purchase amount. What node do you need to use?

- A. Wait node
- B. Wait for an event node
- C. A/B test node
- D. Decision splitter node

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

NEW QUESTION: 11

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: 12

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

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

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

NEW QUESTION: 13

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

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

NEW QUESTION: 14

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. DNS configuration
- D. Reply Management

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

NEW QUESTION: 15

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. Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.
- D. Automation programs can be used for automated multiple-step, multi-channel programs for one-off or recurring lifecycle campaigns.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

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

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

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

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NEW QUESTION: 17

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

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

What is the correct method to use?

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

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

NEW QUESTION: 19

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

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

NEW QUESTION: 20

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

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

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

NEW QUESTION: 21

What data collection commands does Web Extend support? Note: There are 3 correct answers to this question.

- A. Go
- B. Review
- C. SetCustomerId
- D. SetPassword
- E. Purchase

Answer: ([SHOW ANSWER](#))

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. Add iOS and Android platform-specific values for your messages.
- D. Check the SDK version in your app.

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

NEW QUESTION: 23

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

- A. It removes any contacts with invalid email addresses from the program.
- B. It removes the contact from the audience so that they don

- C. It adds contacts to another program.
- D. It finishes the program early.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

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: ([SHOW ANSWER](#))

NEW QUESTION: 25

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

NEW QUESTION: 26

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: ([SHOW ANSWER](#))

NEW QUESTION: 27

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

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

NEW QUESTION: 28

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 creates a call to action (CTA) with this text on it.
- D. It enables link tracking.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

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

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

Answer: ([SHOW ANSWER](#))

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