

SAP.C-C4H225-12.v2023-05-23.q26

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NEW QUESTION: 1

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 2

What actions can an account owner perform on the Security Settings page?

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 3

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 full name and email address as the unique identifier.
- C. Use the same identifier across all channels.
- D. Enable SAP Emarsys Customer Engagement AI to automatically identify unique contacts.

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

NEW QUESTION: 4

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

What are some of the configurations that are required before you can start sending emails via SAP Emarsys Customer Engagement?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

You want to filter all contacts who made their last purchase on Black Friday. Which filter is correct?

- A. Spent in the last 24 months
- B. Days since last purchase
- C. Order(s) made X days ago
- D. Days since last engagement

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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

- A. You can use the categories you created for segmentation.

- B. You will use the Predict Mail Category widgets in your emails.
- 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: A,C (LEAVE A REPLY)

NEW QUESTION: 8

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?

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 9

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: D (LEAVE A REPLY)

NEW QUESTION: 10

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 11

What information does the email channel set up form collect?

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

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

NEW QUESTION: 12

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

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

NEW QUESTION: 13

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

- A. Account owners and administrators
- B. Account owners
- C. Operators
- D. Administrators

Answer: ([SHOW ANSWER](#))

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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

- A. Automated creation of Interactions programs for Shopify events
- B. Automated installation of the Web Recommender template in your webshop
- C. Automated installation of the Web Extend data collection scripts on your Shopify themes
- D. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement

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

NEW QUESTION: 16

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 17

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

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 18

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 19

Which two mailboxes are the best practice for the Yahoo complaint feedback loop setup?

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 20

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 21

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

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?

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

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

NEW QUESTION: 23

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

What is the Yahoo complaint feedback loop?

- A. It is a tool that enables hard bounces to be automatically recorded in your account as invalid contacts.
- B. It is a tool that enables complaints to be automatically recorded in your account as unsubscribes.
- C. It is a tool that enables complaints to be automatically recorded in your account as hard bounces.
- D. It is a tool that enables bounces to be automatically recorded in your account as suppressions.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

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: ([SHOW ANSWER](#))

NEW QUESTION: 26

Which file formats are supported for integrating flexible product data?

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

Answer: ([SHOW ANSWER](#))

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