

## SAP.C\_C4H225\_11.v2022-01-26.q29

<b>Exam Code:</b>	C_C4H225_11
<b>Exam Name:</b>	SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation
<b>Certification Provider:</b>	SAP
<b>Free Question Number:</b>	29
<b>Version:</b>	v2022-01-26
<b># of views:</b>	863
<b># of Questions views:</b>	290
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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 is a tooltip and appears when the recipient hovers over the link.
- B. It enables link tracking.
- C. It creates a call to action (CTA) with this text on it.
- D. It displays the link title in the reporting.

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

### NEW QUESTION: 2

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

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

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

### NEW QUESTION: 3

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

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

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

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 versions for A/B testing.
- C. You can schedule emails to be sent in the future.
- D. You can select a time zone for scheduling.

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

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

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

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

#### **NEW QUESTION: 6**

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. Operator
- C. BI administrator
- D. Administrator

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

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

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

- A. Administrators

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

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

#### **NEW QUESTION: 8**

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

**Answer: A,D ([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 > User Management.
- B. An account owner can create an API user in Management > Predict Data Sources.
- 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**

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

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

#### **NEW QUESTION: 11**

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

D. Hourly

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

**NEW QUESTION: 12**

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 > Average Order > Buyer Status = Platinum

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: D (LEAVE A REPLY)**

**NEW QUESTION: 13**

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. Reply Management

B. DNS configuration

C. Deliverability Advisor

D. Send Time Optimization

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

**NEW QUESTION: 14**

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. MySQL

B. Snowflake

C. Amazon Redshift

D. Google BigQuery

E. PostgreSQL

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

**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

B. Analytics > Trends > Trend Reporting

C. Analytics > Trends > Revenue Analytics

D. Analytics > Trends > Comparison

Answer: ([SHOW ANSWER](#))

#### NEW QUESTION: 16

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

Answer: ([SHOW ANSWER](#))

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#### NEW QUESTION: 17

The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct answers to this question.

- A. It is the number of all messages in the Interactions program, regardless of the channel.
- B. It is the number of mobile push messages.
- C. It is the number of times the program was started and executed.
- D. It is the number of mobile in-app messages.

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

#### NEW QUESTION: 18

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

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 19**

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

**Answer: C ([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. Campaign name
- B. External event name
- C. External event ID
- D. Event time

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

**NEW QUESTION: 21**

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? Note: There are 2 correct answers to this question.

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

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

**NEW QUESTION: 22**

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

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

**NEW QUESTION: 23**

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

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

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

What can the plus signs (+) in the Email Analytics Overview page mean? Note: There are 2 correct answers to this question.

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

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

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

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

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

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

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

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?

- A. Form - registration form
- B. Recurring filter - every 1 day(s)
- C. Target segment - segment
- D. Entry from program

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

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

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

- A. Define the permitted email domains.
- B. Set up IP access control.

C. Create external events.

D. Deactivate users.

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

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

In January you will want to target contacts who signed up in store during the festive holidays, so you want to segment by the registration source and the registration date. What field types do you need to create? Note: There are 2 correct answers to this question.

A. Multi choice

B. URL field

C. Date

D. Single choice

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

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

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

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