

DUMPS ARENA

SAP Certified Associate - Implementation Consultant - SAP Emarsys Customer Engagement

SAP C C4H225 12

Version Demo

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QUESTION NO: 1

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

Note: There are 2 correct

Answer: to this question.**Explanation:**

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

ANSWER: C D**Explanation:**

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

Answer: C,D**QUESTION NO: 2**

You want to collect data from contacts using forms. Which forms does SAP Emarsys

Customer Engagement offer? Note: There are 3 correct

Answer: to this question.**Explanation:**

- A. Change Profile
- B. Consent Management
- C. General Registration

- D. Newsletter Registration
- E. Product Subscription

ANSWER: A C D

Explanation:

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

Answer: A,C,D

QUESTION NO: 3

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

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

ANSWER: B

QUESTION NO: 4

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 full name and email address as the unique identifier.
- B. Use the same identifier across all channels.
- C. Use different identifiers so you can better identify which contacts are coming from the new channel and your website pages.

D. Enable SAP Emarsys Customer Engagement AI to automatically identify unique contacts.

ANSWER: B

QUESTION NO: 5

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct

Answer: to this question.

Explanation:

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

ANSWER: A B

Explanation:

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

Answer: A,B

QUESTION NO: 6

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 > Average Order > Buyer Status = Platinum
- C. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 015
- D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

ANSWER: C

QUESTION NO: 7

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. Product source
- C. Block targeting
- D. Open Block Style settings

ANSWER: C

QUESTION NO: 8

How does contact duplication work in SAP Emarsys Customer Engagement? Note: There are 2 correct

Answer: to this question.

Explanation:

- A. It runs once a day, checking against the full database.
- B. Contacts with the same unique identifier are merged automatically on import.
- C. Contacts with identical first name and last name are merged automatically.
- D. It runs every time a new contact is about to be imported.

ANSWER: B D

Explanation:

- A. It runs once a day, checking against the full database.
- B. Contacts with the same unique identifier are merged automatically on import.
- C. Contacts with identical first name and last name are merged automatically.
- D. It runs every time a new contact is about to be imported.

Answer: B,D

QUESTION NO: 9

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

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

ANSWER: C

QUESTION NO: 10

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

Answer: to this question.

Explanation:

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

ANSWER: A B E

Explanation:

- A. It is the original price of the product.
- B. The currency is not included.
- C. The comma (,) is always used as the decimal mark.
- D. It is a mandatory field.

E. The msrp value must be higher than the price for it to appear in the recommendation.

Answer: A,B,E