

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

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.

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

Correct Answer: ACD

QUESTION 2

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

- A. Analytics > Customer Lifecycle
- B. Analytics > Revenue Analytics
- C. Contacts > Combined Segments
- D. Management > Smart Insight Settings

Correct Answer: D

QUESTION 3

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

- 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

Correct Answer: AB

QUESTION 4

How does contact duplication work in SAP Emarsys Customer Engagement? Note: There are 2 correct Answer: to this question.

- 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.

Correct Answer: BD

QUESTION 5

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 Answer: to this question.

- A. Google BigQuery
- B. Amazon Redshift
- C. Snowflake
- D. PostgreSQL
- E. MySQL

Correct Answer: ADE

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