

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

Which of the following can you only perform in Advanced Scheduling? Note: There are 2 correct Answer to this question.

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

Correct Answer: BC

QUESTION 2

Which of the following describe Automation Center programs and Interactions programs? Note: There are 2 correct Answer: to this question.

- A. The only difference is that Interactions programs have different entry points.
- B. Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.
- C. Automation Center programs always ignore the opt-in status.
- D. Automation programs can be used for automated multiple-step, multi-channel programs for one- off or recurring lifecycle campaigns.

Correct Answer: BD

QUESTION 3

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

Correct Answer: D

QUESTION 4

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 5

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 Answer: to this question.

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

Correct Answer: BD

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