C_C4H225_12 Q&As

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

How can a new API user be set up?

A. An account owner can create an API user in Management > Security Settings.

B. An account owner can create an API user in Management > Predict Data Sources.

C. An account owner can create an API user in Management > User Management.

D. A system operator can use an API endpoint to generate a new user.

Correct Answer: A

QUESTION 2

You want to import sales data into Smart Insight on a regular basis. What is the recommended frequency?

A. Real-time

B. Weekly

C. Hourly

D. Daily

Correct Answer: D

QUESTION 3

Sarah left a product in her cart on your website. You\\'d like to build an automated customer journey so that she completes her purchase. Which trigger option from the list below do you need to use in your Interactions program?

A. Web Extend event

B. Wishlist event

C. Product catalog update

D. Mobile event

Correct Answer: A

QUESTION 4

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 Answer: to this question.

A. Multiple Magento stores into one SAP Emarsys Customer Engagement account

B. Single Magento store into multiple SAP Emarsys Customer Engagement accounts

C. Multiple Magento websites into one SAP Emarsys Customer Engagement account

D. Single Magento store into one SAP Emarsys Customer Engagement account

Correct Answer: AD

QUESTION 5

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.

Correct Answer: C

QUESTION 6

You are implementing Web Channel and you are told to use all web campaign types available. What are your choices?
Note: There are 3 correct Answer: to this question.

A. Overlay: to have content appear above the normal website content

B. Ribbon: to display a ribbon at the top or bottom of the page

C. Category: to insert a category-level recommendation

D. Embed: to replace a selected element on your website

E. Space: to insert blank elements on your website

Correct Answer: ABD

QUESTION 7

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

A. It provides real-time validation of the file.

B. The columns can be sent in any order.

C. It provides support for custom columns.

D. The data is usable more quickly in the UI.

Correct Answer: D

QUESTION 8

You need to update some existing contacts records using the SAP Emarsys Customer Engagement API. What is the correct method to use?

A. GET

B. DELETE

C. PUT

D. POST

Correct Answer: C

QUESTION 9

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 Answer: to this question.

A. You can only use points if your loyalty plan is based on points.

B. You can set multiple currencies in one account.

C. You can set multiple currency handling under Loyalty Management > Account settings.

D. You cannot use plural in the name of the currency.

Correct Answer: AB

QUESTION 10

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. Event time

B. External event name

C. Campaign name

D. External event ID

Correct Answer: D

QUESTION 11

Which mandatory steps do you need to complete before you can attempt your first API call? Note: There are 2 correct Answer: to this question.

A. Create an SAP Emarsys Customer Engagement login.

B. Create an API user.

C. Configure authentication.

D. Download the Postman collection.

Correct Answer: BC

QUESTION 12

You are building an abandoned cart program that uses a discount voucher. You don\\'t want any users to receive more than 1 voucher in a 30 day period. There are wait nodes in the program that spam multiple days. Which participation setting do you need?

A. Contacts can enter this program again 30 days and 0 hours after exiting it.

B. Contacts can enter this program again 30 days and 0 hours after entering it.

C. Contacts can enter this program only once, ever.

D. Contacts can enter this program any time, even if they are still in it.

Correct Answer: A

QUESTION 13

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

A. All email opened will add to the frequency count for each contact.

B. All email types will add to the frequency count for each contact.

C. All email types except transactional will add to the frequency count for each contact.

D. Event-triggered (transactional) will add to the frequency count for each contact.

Correct Answer: C

QUESTION 14

In which node can you choose filters and conditions such as "Country equals US"?

A. Didn\\'t click link

B. Quick filter

C. Email behavior check

D. Filter switch

Correct Answer: B

QUESTION 15

What information does the email channel set up form collect? Note: There are 3 correct Answer: to this question.

A. Website information

B. Sending volumes

C. Product information

D. Email performance

E. Historic sales information

Correct Answer: ABD

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