



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

What is one purpose of the link title attribute when adding URLs in the block-based editor?

- A. It displays the link title in the reporting.
- B. It creates a call to action (CTA) with this text on it.
- C. It enables link tracking.
- D. It is a tooltip and appears when the recipient hovers over the link.

Correct Answer: D

QUESTION 2

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 Analytics
- B. Analytics > Trends > Comparison
- C. Analytics > Trends > Revenue
- D. Analytics > Trends > Trend Reporting

Correct Answer: B

QUESTION 3

Which statement correctly describes the data flow of web recommendations?

- A. Recommendations are requested from SAP Emarsys Customer Engagement servers and are then displayed on the client website.
- B. Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.
- C. Recommendations are requested from the end user's email server by the JavaScript API then the returned recommendations are displayed by the same API.
- D. Recommendations are requested from the end user's browser by the JavaScript API then the returned recommendations are displayed by the same API.

Correct Answer: D

QUESTION 4

You want to exclude domains and email addresses that should not be contacted via email at all. Which option do you



need from this list?

- A. Bounce management
- B. Internal blocklist
- C. Frequency cap
- D. Reply management

Correct Answer: B

QUESTION 5

You are tasked with setting up a new product feed for SAP Emarsys Customer Engagement. What rules should you follow to ensure the feed is accepted? Note: There are 2 correct Answer: to this question.

- A. Include the field names in the first row.
- B. Leave fields empty when they do not have a value.
- C. Use a pipe to separate fields.
- D. Use ASCII encoding.

Correct Answer: AB

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