

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information? Note: There are 2 correct Answer: to this question.

- A. Predict Recommendations widget
- B. Inspector bookmarklet
- C. Database Growth widget
- D. Predict Data Sources page

Correct Answer: D

QUESTION 2

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 3

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 4

Why does it make sense to create link categories under Management > Link Categories? Note: There are 2 correct Answer: to this question.



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- 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.

Correct Answer: CD

QUESTION 5

You want to build a comma-separated values (CSV) file and import it into SAP Emarsys Customer Engagement. Which of the following rules apply? Note: There are 2 correct Answer: to this question.

- A. Do not use field values longer than 32 KB.
- B. Always use UTF-8 encoding.
- C. Do not use more than 128 columns.
- D. When a field does not have a value, leave it empty.

Correct Answer: BD

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