



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

What does the CRM Ads - Remove from Audience node do in the Automation Center?

- A. It finishes the program early.
- B. It removes any contacts with invalid email addresses from the program.
- C. It adds contacts to another program.
- D. It removes the contact from the audience so that they don't see the campaigns.

Correct Answer: D

QUESTION 2

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 3

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

QUESTION 4

You want to analyze your email response rates by domain level. Which reporting tab gives you a breakdown for the 10 most popular email providers?

- A. Customer Lifecycle



B. Deliverability Reporting

C. Revenue Analytics

D. Trend Reporting

Correct Answer: B

QUESTION 5

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

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

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