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# C_C4H225_12<sup>Q&As</sup>

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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**QUESTION 1**

For which platforms does SAP Emarsys Customer Engagement provide a standard connector? Note: There are 2 correct Answer: to this question.

A. Magento

B. BigCommerce

C. Shopify

D. WooCommerce

Correct Answer: AC

**QUESTION 2**

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct Answer: to this question.

A. Use date of birth.

B. Use email address.

C. Use first name and last name.

D. Use an external ID.

E. Use an SAP Emarsys Customer Engagement internal ID.

Correct Answer: BDE

**QUESTION 3**

You want to test two different Overlay Web Channel campaigns. Which options do you have? Note: There are 2 correct Answer: to this question.

A. Activate the Advanced Scheduling page and set up an A/B test.

B. Create an Interactions program with an A/B splitter and insert two different campaigns.

C. Create an Automation program with an A/B splitter and insert two different campaigns.

D. Split your recipient source into two contact lists and activate two separate campaigns.

Correct Answer: AC

**QUESTION 4**

In your test campaign, only 50% of push messages are delivered. The error message states "Invalid push token". What do you do?

A. Add iOS and Android platform-specific values for your messages.

B. Check your segmentation criteria and only include push-enabled users.

C. Create a silent push message.

D. Check the SDK version in your app.

Correct Answer: B

**QUESTION 5**

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

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