C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

How do you build a segment for contacts who recently opened an email, visited the website or made a purchase?

A. Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100

B. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum

C. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0

D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

Correct Answer: C

QUESTION 2

What can the plus signs (+) in the Email Analytics Overview page mean? Note: There are 2 correct Answer: to this question.

A. The campaign was sent with Send Time Optimization.

B. The campaign has child campaigns (e.g., recurring or A/B test emails).

C. These are your most successful campaigns.

D. The plus sign can be expanded to show the preview.

Correct Answer: B

QUESTION 3

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 4

Which of the following statements apply when importing product data files into SAP Emarsys Customer Engagement? Note: There are 2 correct Answer: to this question.

A. A pipe (|) must be used to separate multiple values in category fields.

B. Redundant white spaces are automatically trimmed unless they are quoted (e.g., 1, 2, 3 is the same as 1,2,3).

C. Values are not case sensitive, for example, the identifiers Women_Dress_100 and women_dress_100 are treated the same.

D. Emarsys does not support uploading product data files over a secure connection with password protection, based on your location.

Correct Answer: AB

QUESTION 5

Which database cannot be used for campaign personalization in SAP Emarsys Customer Engagement?

A. Amazon Redshift

B. Microsoft SQL Server

C. MySQL

D. Google BigQuery

Correct Answer: D

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