



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct Answer: to this question.

- A. Emarsys Scripting Language
- B. Link Editor
- C. Personalization token
- D. Manage optional content

Correct Answer: AC

QUESTION 2

Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify? Note: There are 2 correct Answer: to this question.

- A. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement
- B. Automated installation of the Web Recommender template in your webshop
- C. Automated installation of the Web Extend data collection scripts on your Shopify themes
- D. Automated creation of Interactions programs for Shopify events

Correct Answer: AC

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

How does the IP access control functionality work?



- A. Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other IPs are fully restricted.
- B. Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. All other IPs are fully restricted.
- C. Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other users will need to confirm their identity via user name, password, and two-step authentication.
- D. Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. Users logging in from all other IP addresses must confirm their identity via two- step authentication.

Correct Answer: D

QUESTION 5

How can a new API user be set up?

- A. An account owner can create an API user in Management > Security Settings.
- B. An account owner can create an API user in Management > Predict Data Sources.
- C. An account owner can create an API user in Management > User Management.
- D. A system operator can use an API endpoint to generate a new user.

Correct Answer: A

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