



# C\_C4H225\_12<sup>Q&As</sup>

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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### QUESTION 1

You are configuring the SAP Emarsys Customer Engagement plug-in for Shopify. What is the first data set you should enable?

- A. Web Extend
- B. Product data
- C. Customer data
- D. Order data

Correct Answer: C

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### QUESTION 2

Why is the Sales Data API the preferred method for sending sales data to Smart Insight?

- A. It provides real-time validation of the file.
- B. The columns can be sent in any order.
- C. It provides support for custom columns.
- D. The data is usable more quickly in the UI.

Correct Answer: D

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### QUESTION 3

In January you will want to target contacts who signed up in store during the festive holidays, so you want to segment by the registration source and the registration date. What field types do you need to create? Note: There are 2 correct Answer: to this question.

- A. Date
- B. Single choice
- C. URL field
- D. Multi choice

Correct Answer: AB

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### QUESTION 4

A test user received an email with a form to confirm a premium newsletter subscription. The content of the opt-in invitation has a typo: "Yes, I WULD like to receive emails about new products and special promotions." Where can you



correct this?

- A. Management > Form Settings > Opt-in invitation and interests
- B. Channels > Email campaigns
- C. My profile > Form default language
- D. Management > Form settings > General format

Correct Answer: A

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#### QUESTION 5

Which of the following describe Automation Center programs and Interactions programs? Note: There are 2 correct Answer: to this question.

- A. The only difference is that Interactions programs have different entry points.
- B. Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.
- C. Automation Center programs always ignore the opt-in status.
- D. Automation programs can be used for automated multiple-step, multi-channel programs for one- off or recurring lifecycle campaigns.

Correct Answer: BD

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