



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

You want to prevent a specific coffee brand, "GALLO", from being recommended on your website, although it will still be available to purchase. How can you do this?

- A. Set available to false in product catalog for all products the brand.
- B. Use command ([\exclude\, \brand\, \is\, \ALL\]) on all pages.
- C. Use command ([\include\, \brand\, \is\, \GALLO\]) when requesting recommendations on coffee product\ 's pages.
- D. Use command ([\exclude\, \brand\, \is\, \GALLO\]) when requesting recommendations on coffee products\ ' pages.

Correct Answer: D

QUESTION 2

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 3

What information does the email channel set up form collect? Note: There are 3 correct Answer: to this question.

- A. Website information
- B. Sending volumes
- C. Product information
- D. Email performance
- E. Historic sales information

Correct Answer: ABD



QUESTION 4

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 5

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct Answer: to this question.

- A. The outer HTML elements of recommended items
- B. The content of product catalog fields in Email Recommendations
- C. The layout and currency format of the product recommendation
- D. The template language

Correct Answer: AB

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