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SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

Which of the following statements apply when using Google Product Feed (GPF)?

A. Multiple GPFs are supported for clients who target multiple countries.

B. United States is selected as the default locale if a language is not supported.

C. A custom field can be inserted using c_* format.

D. Multiple GPFs are not supported for clients who use multiple languages.

Correct Answer: AB

QUESTION 2

Which mandatory steps do you need to complete before you can attempt your first API call? Note: There are 2 correct Answer: to this question.

A. Create an SAP Emarsys Customer Engagement login.

B. Create an API user.

C. Configure authentication.

D. Download the Postman collection.

Correct Answer: BC

QUESTION 3

Which statement correctly describes the data flow of web recommendations?

A. Recommendations are requested from SAP Emarsys Customer Engagement servers and are then displayed on the client website.

B. Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.

C. Recommendations are requested from the end user\'s email server by the JavaScript API then the returned recommendations are displayed by the same API.

D. Recommendations are requested from the end user\'s browser by the JavaScript API then the returned recommendations are displayed by the same API.

Correct Answer: D

QUESTION 4

You want to create a trigger in order to send a password reset email. Which data management option do you need?

A. External Event

B. Predict Data Sources

C. Form Settings > Opt-in invitations and settings

D. Field Editor

Correct Answer: A

QUESTION 5

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

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