



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

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 2

You want to analyze your email response rates by domain level. Which reporting tab gives you a breakdown for the 10 most popular email providers?

- A. Customer Lifecycle
- B. Deliverability Reporting
- C. Revenue Analytics
- D. Trend Reporting

Correct Answer: B

QUESTION 3

A one-time promotional email campaign is scheduled to be sent for all female contacts in the database. New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

- A. Email Setting > Recipient source > Generated through an event > On Registration
- B. Email Setting > Recipient source > Mobile Engage segment
- C. Email Setting > Recipient source > Web behavior segment
- D. Email Setting > Recipient source > Using a segment

Correct Answer: A

QUESTION 4



The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct Answer: to this question.

- A. It is the number of mobile push messages.
- B. It is the number of all messages in the Interactions program, regardless of the channel.
- C. It is the number of times the program was started and executed.
- D. It is the number of mobile in-app messages.

Correct Answer: AC

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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