C_C4H225_12 Q&As

SAP Certified Technology Associate - SAP Emarsys Customer
Engagement Implementation

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QUESTION 1

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?

A. Form - registration form

B. Target segment - segment

C. Entry from program

D. Recurring filter - every 1 day(s)

Correct Answer: C

QUESTION 2

When the frequency cap is activated, which email types count toward the cap?

A. All email opened will add to the frequency count for each contact.

B. All email types will add to the frequency count for each contact.

C. All email types except transactional will add to the frequency count for each contact.

D. Event-triggered (transactional) will add to the frequency count for each contact.

Correct Answer: C

QUESTION 3

Which file formats are supported for integrating flexible product data? Note: There are 2 correct Answer: to this question.

A. Extensible Markup Language (XML)

B. Microsoft Excel file (XLS)

C. Comma-separated values (CSV)

D. Text (TXT)

Correct Answer: AC

QUESTION 4

You need to update some existing contacts records using the SAP Emarsys Customer Engagement API. What is the correct method to use?

A. GET

B. DELETE

C. PUT

D. POST

Correct Answer: C

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