C_C4H225_12 Q&As

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks. When is the segment refreshed? Note: There are 2 correct Answer: to this question.

A. As soon as the Web campaign is launched

B. Every 6 hours

C. Hourly

D. On a daily basis

Correct Answer: AB

QUESTION 2

How do you build a segment for contacts who recently opened an email, visited the website or made a purchase?

A. Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100

B. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum

C. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0

D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

Correct Answer: C

QUESTION 3

Which of the following apply to the msrp field in the product data file? Note: There are 3 correct Answer: to this question.

A. It is the original price of the product.

B. The currency is not included.

C. The comma (,) is always used as the decimal mark.

D. It is a mandatory field.

E. The msrp value must be higher than the price for it to appear in the recommendation.

Correct Answer: ABE

QUESTION 4

Some web recommender widgets can be placed on any page in your website. What are some examples of these

widgets? Note: There are 2 correct Answer: to this question.

A. Also-bought widget

B. Home widget

C. Last-purchase widget

D. Personal widget

Correct Answer: AB

QUESTION 5

Web Channel displays personalized content on your website. How many domains can use Web Channel?

A. Two domains are supported.

B. Unlimited domains are supported.

C. One domain is supported.

D. Up to 10 domains are supported.

Correct Answer: C

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