



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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**QUESTION 1**

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

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 of the following statements apply when importing product data files into SAP Emarsys Customer Engagement? Note: There are 2 correct Answer: to this question.

- A. A pipe (|) must be used to separate multiple values in category fields.
- B. Redundant white spaces are automatically trimmed unless they are quoted (e.g., 1, 2, 3 is the same as 1,2,3).
- C. Values are not case sensitive, for example, the identifiers Women_Dress_100 and women_dress_100 are treated the same.
- D. Emarsys does not support uploading product data files over a secure connection with password protection, based on your location.

Correct Answer: AB

QUESTION 4



In which node can you choose filters and conditions such as "Country equals US"?

- A. Didn't click link
- B. Quick filter
- C. Email behavior check
- D. Filter switch

Correct Answer: B

QUESTION 5

Sarah left a product in her cart on your website. You'd like to build an automated customer journey so that she completes her purchase. Which trigger option from the list below do you need to use in your Interactions program?

- A. Web Extend event
- B. Wishlist event
- C. Product catalog update
- D. Mobile event

Correct Answer: A

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