



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

- A. Analytics > Customer Lifecycle
- B. Analytics > Revenue Analytics
- C. Contacts > Combined Segments
- D. Management > Smart Insight Settings

Correct Answer: D

QUESTION 2

What is the Yahoo complaint feedback loop?

- A. It is a tool that enables hard bounces to be automatically recorded in your account as invalid contacts.
- B. It is a tool that enables complaints to be automatically recorded in your account as unsubscribes.
- C. It is a tool that enables bounces to be automatically recorded in your account as suppressions.
- D. It is a tool that enables complaints to be automatically recorded in your account as hard bounces.

Correct Answer: B

QUESTION 3

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct Answer: to this question.

- A. Use date of birth.
- B. Use email address.
- C. Use first name and last name.
- D. Use an external ID.
- E. Use an SAP Emarsys Customer Engagement internal ID.

Correct Answer: BDE

QUESTION 4



Yesterday, David purchased a very elegant suit from your Web shop, while Andrew bought a simple discounted T-shirt. You\\d like to send different messages to them depending on their total purchase amount. What node do you need to use?

- A. Wait node
- B. Wait for an event node
- C. Decision splitter node
- D. A/B test node

Correct Answer: C

QUESTION 5

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

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