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SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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**QUESTION 1**

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 2

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 3

You want to prevent a specific coffee brand, "GALLO", from being recommended on your website, although it will still be available to purchase. How can you do this?

- A. Set available to false in product catalog for all products the brand.
- B. Use command (`[[\exclude\, \brand\, \is\, \ALL\]]`) on all pages.
- C. Use command (`[[\include\, \brand\, \is\, \GALLO\]]`) when requesting recommendations on coffee product\ pages.
- D. Use command (`[[\exclude\, \brand\, \is\, \GALLO\]]`) when requesting recommendations on coffee products\ pages.

Correct Answer: D

QUESTION 4



You are configuring the SAP Emarsys Customer Engagement plug-in for Shopify. What is the first data set you should enable?

- A. Web Extend
- B. Product data
- C. Customer data
- D. Order data

Correct Answer: C

QUESTION 5

Your current loyalty plan is for the US only. The currency is: point. A new loyalty campaign is being planned by your marketing team and they want end users to collect stars in this campaign. Which of the following statements apply?
Note: There are 2 correct Answer: to this question.

- A. You can only use points if your loyalty plan is based on points.
- B. You can set multiple currencies in one account.
- C. You can set multiple currency handling under Loyalty Management > Account settings.
- D. You cannot use plural in the name of the currency.

Correct Answer: AB

QUESTION 6

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 7

You want to collect data from contacts using forms. Which forms does SAP Emarsys Customer Engagement offer?
Note: There are 3 correct Answer: to this question.

- A. Change Profile
- B. Consent Management



- C. General Registration
- D. Newsletter Registration
- E. Product Subscription

Correct Answer: ACD

QUESTION 8

A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send? Note: There are 2 correct Answer: to this question.

- A. Abandoned cart
- B. Order delay notification
- C. Password retrieval message
- D. Membership upgrade

Correct Answer: BC

QUESTION 9

Which two mailboxes are the best practice for the Yahoo complaint feedback loop setup? Note: There are 2 correct Answer: to this question.

- A. complaint@your.senderdomain.com
- B. abuse@your.senderdomain.com
- C. bounces@your.senderdomain.com
- D. postmaster@your.senderdomain.com

Correct Answer: BD

QUESTION 10

You want to test two different Overlay Web Channel campaigns. Which options do you have? Note: There are 2 correct Answer: to this question.

- A. Activate the Advanced Scheduling page and set up an A/B test.
- B. Create an Interactions program with an A/B splitter and insert two different campaigns.
- C. Create an Automation program with an A/B splitter and insert two different campaigns.
- D. Split your recipient source into two contact lists and activate two separate campaigns.



Correct Answer: AC

QUESTION 11

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 12

You want to filter all contacts who made their last purchase on Black Friday. Which filter is correct?

- A. Days since last engagement
- B. Spent in the last 24 months
- C. Order(s) made X days ago
- D. Days since last purchase

Correct Answer: D

QUESTION 13

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 14

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 15

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

- A. An internal issue occurred and you should try again.
- B. Your API credentials are incorrect.
- C. There is an error in the information provided that needs correcting.
- D. It indicates the call was successful.

Correct Answer: C

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