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Exam : **C_C4H225_11**

Title : SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

Version : DEMO

1.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.

Answer: A,B

2.In January you will want to target contacts who signed up in store during the festive holidays, so you want to segment by the registration source and the registration date.

What field types do you need to create? Note: There are 2 correct Answer to this question.

A. Date

B. Single choice

C. URL field

D. Multi choice

Answer: A,B

3.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

Answer: C

4.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.

Answer: B

5.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.

Answer: A,C