C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct Answer: to this question.

A. It is the number of mobile push messages.

B. It is the number of all messages in the Interactions program, regardless of the channel.

C. It is the number of times the program was started and executed.

D. It is the number of mobile in-app messages.

Correct Answer: AC

QUESTION 2

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 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

Correct Answer: C

QUESTION 4

![Pass2Lead](https://Pass2Lead.com)
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 5

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

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