

C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

Why is the Sales Data API the preferred method for sending sales data to Smart Insight?

- A. It provides real-time validation of the file.
- B. The columns can be sent in any order.
- C. It provides support for custom columns.
- D. The data is usable more quickly in the UI.

Correct Answer: D

QUESTION 2

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 3

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct Answer: to this question.

- A. Emarsys Scripting Language
- B. Link Editor
- C. Personalization token
- D. Manage optional content

Correct Answer: AC

QUESTION 4

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 5

You have 1500 contacts and have manually uploaded 100 additional new contacts, but the number of available (opted-in) new contacts on the Database Growth widget still shows 1500 contacts.

You checked that the email address fields are filled and the email addresses are valid. What could be reasons why the additional new contacts are not showing? Note: There are 2 correct Answer: to this question.

- A. The opt-in field was not set to TRUE.
- B. The Database Growth widget only shows auto-imported contacts.
- C. The update takes at least 24 hours to show in the widget.
- D. Too many new contacts were uploaded at the same time.

Correct Answer: AC

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