



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

What information does the email channel set up form collect? Note: There are 3 correct Answer: to this question.

- A. Website information
- B. Sending volumes
- C. Product information
- D. Email performance
- E. Historic sales information

Correct Answer: ABD

QUESTION 2

In your test campaign, only 50% of push messages are delivered. The error message states "Invalid push token". What do you do?

- A. Add iOS and Android platform-specific values for your messages.
- B. Check your segmentation criteria and only include push-enabled users.
- C. Create a silent push message.
- D. Check the SDK version in your app.

Correct Answer: B

QUESTION 3

Where can you check the average purchase details of a contact? Note: There are 2 correct

- A. Content > Predict Dashboard > Data Sources > Live Validator
- B. Search > Search by email address > Edit Contact > Unified Customer Profile
- C. Analytics > Customer Lifecycle > Customer Lifecycle
- D. Contacts > Segments > Edit Segment > Display Contacts > Edit Contact > Unified Customer Profile

Correct Answer: C



QUESTION 4

Which database cannot be used for campaign personalization in SAP Emarsys Customer Engagement?

- A. Amazon Redshift
- B. Microsoft SQL Server
- C. MySQL
- D. Google BigQuery

Correct Answer: D

QUESTION 5

What is one purpose of the link title attribute when adding URLs in the block-based editor?

- A. It displays the link title in the reporting.
- B. It creates a call to action (CTA) with this text on it.
- C. It enables link tracking.
- D. It is a tooltip and appears when the recipient hovers over the link.

Correct Answer: D

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