



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

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 2

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 3

You want to create a new Lookalike Audience for Facebook in CRM Ads, but a status error message appears saying "Too few contacts". How is this possible? Note: There are 2 correct Answer: to this question.

- A. The audience is updated on a daily basis only.
- B. The audience was archived.
- C. The network audience was created but there are not enough contacts.
- D. The network audience was created but the transfer of the contacts failed.

Correct Answer: AC

QUESTION 4



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

QUESTION 5

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

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