



C_C4H225_12^{Q&As}

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QUESTION 1

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.

Correct Answer: AC

QUESTION 2

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 3

How can a new API user be set up?

- A. An account owner can create an API user in Management > Security Settings.
- B. An account owner can create an API user in Management > Predict Data Sources.
- C. An account owner can create an API user in Management > User Management.
- D. A system operator can use an API endpoint to generate a new user.

Correct Answer: A

QUESTION 4

What does the CRM Ads - Remove from Audience node do in the Automation Center?



- A. It finishes the program early.
- B. It removes any contacts with invalid email addresses from the program.
- C. It adds contacts to another program.
- D. It removes the contact from the audience so that they don't see the campaigns.

Correct Answer: D

QUESTION 5

You are trying to send a testmail, but the following error message appears: "Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again." What could be causing this error? Note: There are 2 correct Answer: to this question.

- A. From (name) and From (email address)
- B. Image alternative text
- C. Style settings
- D. Subject line

Correct Answer: AD

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