



C_C4H225_12^{Q&As}

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QUESTION 1

You are setting up a new API call to add a new contact that has opted in, and you want to ensure the system opt-in field is set correctly. What value must you use?

- A. "31" : "True"
- B. "1" : "1"
- C. "1" : "True"
- D. "31" : "1"

Correct Answer: A

QUESTION 2

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 3

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 4



A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send? Note: There are 2 correct Answer: to this question.

- A. Abandoned cart
- B. Order delay notification
- C. Password retrieval message
- D. Membership upgrade

Correct Answer: BC

QUESTION 5

You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks. When is the segment refreshed? Note: There are 2 correct Answer: to this question.

- A. As soon as the Web campaign is launched
- B. Every 6 hours
- C. Hourly
- D. On a daily basis

Correct Answer: AB

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