



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?

- A. Form - registration form
- B. Target segment - segment
- C. Entry from program
- D. Recurring filter - every 1 day(s)

Correct Answer: C

QUESTION 2

What is the purpose of relational data?

- A. To improve personalization and segmentation
- B. To automate multi-channel marketing programs
- C. To display SAP Emarsys Customer Engagement recommendations
- D. To add new products to SAP Emarsys Customer Engagement

Correct Answer: A

QUESTION 3

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 4

You are an account owner. You are asked to add a new administrator with access to Smart Insight. Which user role do you select?

- A. Administrator



- B. Operator
- C. Account owner
- D. BI administrator

Correct Answer: D

QUESTION 5

You want to display different content for your female and male contacts in your email campaign. Which function do you use?

- A. Predict Recommendation settings
- B. Product source
- C. Block targeting
- D. Open Block Style settings

Correct Answer: C

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