



C_C4H225_12^{Q&As}

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QUESTION 1

You want to filter all contacts who made their last purchase on Black Friday. Which filter is correct?

- A. Days since last engagement
- B. Spent in the last 24 months
- C. Order(s) made X days ago
- D. Days since last purchase

Correct Answer: D

QUESTION 2

When the frequency cap is activated, which email types count toward the cap?

- A. All email opened will add to the frequency count for each contact.
- B. All email types will add to the frequency count for each contact.
- C. All email types except transactional will add to the frequency count for each contact.
- D. Event-triggered (transactional) will add to the frequency count for each contact.

Correct Answer: C

QUESTION 3

Why does it make sense to create link categories under Management > Link Categories? Note: There are 2 correct Answer: to this question.

- A. You will use the Predict Mail Category widgets in your emails.
- B. You can use the categories for reporting in email analytics.
- C. You can assign every link you add to a category in the email editor later.
- D. You can use the categories you created for segmentation.

Correct Answer: CD

QUESTION 4

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 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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