



C_C4H225_12^{Q&As}

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**QUESTION 1**

What can the plus signs (+) in the Email Analytics Overview page mean? Note: There are 2 correct Answer: to this question.

- A. The campaign was sent with Send Time Optimization.
- B. The campaign has child campaigns (e.g., recurring or A/B test emails).
- C. These are your most successful campaigns.
- D. The plus sign can be expanded to show the preview.

Correct Answer: B

QUESTION 2

Which of the following statements apply when using Google Product Feed (GPF)?

- A. Multiple GPFs are supported for clients who target multiple countries.
- B. United States is selected as the default locale if a language is not supported.
- C. A custom field can be inserted using c_* format.
- D. Multiple GPFs are not supported for clients who use multiple languages.

Correct Answer: AB

QUESTION 3

Some web recommender widgets can be placed on any page in your website. What are some examples of these widgets? Note: There are 2 correct Answer: to this question.

- A. Also-bought widget
- B. Home widget
- C. Last-purchase widget
- D. Personal widget

Correct Answer: AB

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

The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct Answer: to this question.

- A. It is the number of mobile push messages.
- B. It is the number of all messages in the Interactions program, regardless of the channel.
- C. It is the number of times the program was started and executed.
- D. It is the number of mobile in-app messages.

Correct Answer: AC

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