



# C\_C4H225\_12<sup>Q&As</sup>

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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### QUESTION 1

You want to provide an omnichannel experience to your customers by extending your webshop personalization experience to another channel. In this context, what is the recommended practice for identifying contacts?

- A. Use full name and email address as the unique identifier.
- B. Use the same identifier across all channels.
- C. Use different identifiers so you can better identify which contacts are coming from the new channel and your website pages.
- D. Enable SAP Emarsys Customer Engagement AI to automatically identify unique contacts.

Correct Answer: B

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### QUESTION 2

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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### QUESTION 3

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

- A. An internal issue occurred and you should try again.
- B. Your API credentials are incorrect.
- C. There is an error in the information provided that needs correcting.
- D. It indicates the call was successful.

Correct Answer: C

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### QUESTION 4

What is the Yahoo complaint feedback loop?



- A. It is a tool that enables hard bounces to be automatically recorded in your account as invalid contacts.
- B. It is a tool that enables complaints to be automatically recorded in your account as unsubscribes.
- C. It is a tool that enables bounces to be automatically recorded in your account as suppressions.
- D. It is a tool that enables complaints to be automatically recorded in your account as hard bounces.

Correct Answer: B

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#### QUESTION 5

How are List-unsubscribes generated?

- A. A recipient opts out by using the Unsubscribe link in the email header.
- B. A recipient opts out by using the List-unsubscribe button at the top of the email client.
- C. A recipient opts out by using the Unsubscribe link in the email footer.
- D. A recipient changes his or her newsletter information in the account profile.

Correct Answer: B

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