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SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct Answer: to this question.

A. Define the permitted email domains.

B. Set up IP access control.

C. Deactivate users.

D. Create external events.

Correct Answer: AB

QUESTION 2

What are some of the configurations that are required before you can start sending emails via SAP Emarsys Customer Engagement? Note: There are 2 correct Answer: to this question.

A. Send Time Optimization

B. DNS configuration

C. Deliverability Advisor

D. Reply Management

Correct Answer: BD

QUESTION 3

How can a new API user be set up?

A. An account owner can create an API user in Management > Security Settings.

B. An account owner can create an API user in Management > Predict Data Sources.

C. An account owner can create an API user in Management > User Management.

D. A system operator can use an API endpoint to generate a new user.

Correct Answer: A

QUESTION 4

Yesterday, David purchased a very elegant suit from your Web shop, while Andrew bought a simple discounted T-shirt. You\\'d like to send different messages to them depending on their total purchase amount. What node do you need to use?

A. Wait node

B. Wait for an event node

C. Decision splitter node

D. A/B test node

Correct Answer: C

QUESTION 5

You are implementing Web Channel and you are told to use all web campaign types available. What are your choices?
Note: There are 3 correct Answer: to this question.

A. Overlay: to have content appear above the normal website content

B. Ribbon: to display a ribbon at the top or bottom of the page

C. Category: to insert a category-level recommendation

D. Embed: to replace a selected element on your website

E. Space: to insert blank elements on your website

Correct Answer: ABD

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