



C_C4H225_12^{Q&As}

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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QUESTION 1

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

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 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 tasked with setting up a new product feed for SAP Emarsys Customer Engagement. What rules should you follow to ensure the feed is accepted? Note: There are 2 correct Answer: to this question.

- A. Include the field names in the first row.



- B. Leave fields empty when they do not have a value.
- C. Use a pipe to separate fields.
- D. Use ASCII encoding.

Correct Answer: AB

QUESTION 5

Web Channel displays personalized content on your website. How many domains can use Web Channel?

- A. Two domains are supported.
- B. Unlimited domains are supported.
- C. One domain is supported.
- D. Up to 10 domains are supported.

Correct Answer: C

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