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SAP Certified Technology Associate - SAP Emarsys Customer
Engagement Implementation

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QUESTION 1

You want to create a trigger in order to send a password reset email. Which data management option do you need?

A. External Event

B. Predict Data Sources

C. Form Settings > Opt-in invitations and settings

D. Field Editor

Correct Answer: A

QUESTION 2

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?

A. Form - registration form

B. Target segment - segment

C. Entry from program

D. Recurring filter - every 1 day(s)

Correct Answer: C

QUESTION 3

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

QUESTION 4

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 5

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct Answer: to this question.

A. Emarsys Scripting Language

B. Link Editor

C. Personalization token

D. Manage optional content

Correct Answer: AC

QUESTION 6

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 7

You want to create a new Lookalike Audience for Facebook in CRM Ads, but a status error message appears saying "Too few contacts". How is this possible? Note: There are 2 correct Answer: to this question.

A. The audience is updated on a daily basis only.

B. The audience was archived.

C. The network audience was created but there are not enough contacts.

D. The network audience was created but the transfer of the contacts failed.

Correct Answer: AC

QUESTION 8

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

QUESTION 9

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

QUESTION 10

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 11

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 12

Which of the following describe Automation Center programs and Interactions programs? Note: There are 2 correct Answer: to this question.

A. The only difference is that Interactions programs have different entry points.

B. Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.

C. Automation Center programs always ignore the opt-in status.

D. Automation programs can be used for automated multiple-step, multi-channel programs for one- off or recurring lifecycle campaigns.

Correct Answer: BD

QUESTION 13

The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information? Note: There are 2 correct Answer: to this question.

A. Predict Recommendations widget

B. Inspector bookmarklet

C. Database Growth widget

D. Predict Data Sources page

Correct Answer: D

QUESTION 14

Where can you check the average purchase details of a contact? Note: There are 2 correct

A. Content > Predict Dashboard > Data Sources > Live Validator

B. Search > Search by email address > Edit Contact > Unified Customer Profile

C. Analytics > Customer Lifecycle > Customer Lifecycle

D. Contacts > Segments > Edit Segment > Display Contacts > Edit Contact > Unified Customer Profile

Correct Answer: C

QUESTION 15

In your test campaign, only 50% of push messages are delivered. The error message states "Invalid push token". What do you do?

A. Add iOS and Android platform-specific values for your messages.

B. Check your segmentation criteria and only include push-enabled users.

C. Create a silent push message.

D. Check the SDK version in your app.

Correct Answer: B

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