SAP

C_C4H225_12 Exam

Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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Version: 4.0

Question: 1

What information does the email channel set up form collect? Note: There are 3 correct Answer: to this question.

A. Website information
B. Sending volumes
C. Product information
D. Email performance
E. Historic sales information

Answer: A B D

Question: 2

In which node can you choose filters and conditions such as "Country equals US"?

A. Didn’t click link
B. Quick filter
C. Email behavior check
D. Filter switch

Answer: B

Question: 3

What is an SSL certificate used for? Note: There are 2 correct Answer: to this question.

A. It is used by the sender policy framework (SPF) to authenticate outbound emails.
B. It is used by the SAP Emarsys Customer Engagement API for secure data transfer.
C. It is used to implement SAP Emarsys Customer Engagement password authentication and IP restrictions.
D. It is used to encrypt the access to SAP Emarsys Customer Engagement services and customers’ link domains.

Answer: B D

Question: 4

Which mandatory steps do you need to complete before you can attempt your first API call? Note: There are 2 correct to this question.

A. Create an SAP Emarsys Customer Engagement login.
B. Create an API user.

C. Configure authentication.
D. Download the Postman collection.

Answer: B C

Question: 5

How do you build a segment for contacts who recently opened an email, visited the website or made a purchase?

A. Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100
B. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum
C. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0-15
D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

Answer: C

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