Exam Code: C_C4H22_2411

Exam Name: SAP Certified Associate - Implementation Consultant - SAP Emarsys

QUESTION 1
You are building an abandoned cart program that uses a discount voucher. You don't want any users to receive more than 1 voucher in a 30 day period. There are wait nodes in the program that spam multiple days. Which participation setting do you need?

A. Contacts can enter this program again 30 days and 0 hours after exiting it.
B. Contacts can enter this program again 30 days and 0 hours after entering it.
C. Contacts can enter this program only once, ever.
D. Contacts can enter this program any time, even if they are still in it.

Correct Answer: A
Section:

QUESTION 2
You are an account owner. You are asked to add a new administrator with access to Smart Insight. Which user role do you select?

A. Administrator
B. Operator
C. Account owner
D. BI administrator

Correct Answer: D
Section:

QUESTION 3
Where can you check the average purchase details of a contact? Note: There are 2 correct Answer to this question.

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
Section:

QUESTION 4
Which of the following apply to the msrp field in the product data file? Note: There are 3 correct Answer to this question.

A. It is the original price of the product.
B. The currency is not included.
C. The comma (,) is always used as the decimal mark.
D. It is a mandatory field.
E. The msrp value must be higher than the price for it to appear in the recommendation.

Correct Answer: A, B, E
Section:

QUESTION 5
Which database cannot be used for campaign personalization in SAP Emarsys Customer Engagement?

A. Amazon Redshift
B. Microsoft SQL Server
C. MySQL
D. Google BigQuery

Correct Answer: D
Section:

QUESTION 6
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: A, C
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QUESTION 7
Sarah left a product in her cart on your website. You'd like to build an automated customer journey so that she completes her purchase. Which trigger option from the list below do you need to use in your Interactions program?

A. Web Extend event
B. Wishlist event
C. Product catalog update
D. Mobile event

Correct Answer: A
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QUESTION 8
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: A, B
Section:

QUESTION 9
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: A, B, D
Section:

QUESTION 10
You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct Answer to this question.

A. Use date of birth.
B. Use email address.
C. Use first name and last name.
D. Use an external ID.
E. Use an SAP Emarsys Customer Engagement internal ID.

Correct Answer: B, D, E
Section:

QUESTION 11
You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks. When is the segment refreshed? Note: There are 2 correct Answer to this question.

A. As soon as the Web campaign is launched
B. Every 6 hours
C. Hourly
D. On a daily basis

Correct Answer: A, B
Section:

QUESTION 12
A test user received an email with a form to confirm a premium newsletter subscription. The content of the opt-in invitation has a typo: ''Yes, I WULD like to receive emails about new products and special promotions.'' Where can you correct this?

A. Management > Form Settings > Opt-in invitation and interests
B. Channels > Email campaigns
C. My profile > Form default language
D. Management > Form settings > General format

Correct Answer: A
Section:

QUESTION 13
Your current loyalty plan is for the US only. The currency is: point. A new loyalty campaign is being planned by your marketing team and they want end users to collect stars in this campaign. Which of the following statements apply? Note: There are 2 correct Answer to this question.

A. You can only use points if your loyalty plan is based on points.
B. You can set multiple currencies in one account.
C. You can set multiple currency handling under Loyalty Management > Account settings.
D. You cannot use plural in the name of the currency.

Correct Answer: A, B
Section:

QUESTION 14
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: B, D
Section:

QUESTION 15
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
Section:

QUESTION 16
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: A, B
Section:

QUESTION 17

Which file formats are supported for integrating flexible product data? Note: There are 2 correct Answer to this question.

A. Extensible Markup Language (XML)
B. Microsoft Excel file (XLS)
C. Comma-separated values (CSV)
D. Text (TXT)

Correct Answer: A, C
Section:

QUESTION 18
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
Section:

QUESTION 19
Which two of the following Answer: are valid methods to track revenue? Note: There are 2 correct Answer to this question.

A. First Touch > Attribution window 365 days > Touchpoint push open
B. First Touch > Attribution window 7 days > Touchpoint Web Channel click
C. Last Touch > Attribution window 9 days > Touchpoint email click
D. First Touch > Attribution window 366 days > Touchpoint email open

Correct Answer: A, C
Section:

QUESTION 20
You need to update some existing contacts records using the SAP Emarsys Customer Engagement API. What is the correct method to use?
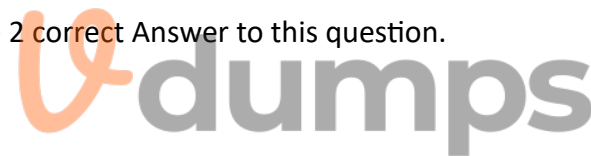
A. GET
B. DELETE
C. PUT
D. POST

Correct Answer: C
Section:

QUESTION 21
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
Section:

QUESTION 22
What can you do with Relational Data in SAP Emarsys? Note: There are 2 correct answers to this question.

A. You can display product recommendations.

B. You can create segment definitions by connecting different data tables.

C. You can use it to improve personalization and segmentation.

D. You can add new products to your product catalog.

Correct Answer: B, C
Section:

QUESTION 23
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: A, B
Section:

QUESTION 24
You are configuring the SAP Emarsys Customer Engagement plug-in for Shopify. What is the first data set you should enable?

A. Web Extend

B. Product data

C. Customer data

D. Order data

Correct Answer: C
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