

C_C4H225_12

1. Who is the Security Settings page of the Management menu available to?

Account owners and administrators

Account owners ✓

Operators

Administrators

2. Which of the following describe Automation Center programs and Interactions programs?

Note: There are 2 ✓ Answer to this question.

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

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

Automation Center programs always ignore the opt-in status.

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

3. You want to prevent a specific coffee brand, "GALLO", from being recommended on your website, although it will still be available to purchase.

How can you do this?

Set available to false in product catalog for all products the brand.

Use command (['exclude', 'brand', 'is', 'ALL']) on all pages.

Use command (['include', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee product's pages.

Use command (['exclude', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee products' pages. ✓

4. What is the Yahoo complaint feedback loop?

It is a tool that enables hard bounces to be automatically recorded in your account as invalid contacts.

It is a tool that enables complaints to be automatically recorded in your account as unsubscribes. ✓

It is a tool that enables bounces to be automatically recorded in your account as suppressions.

It is a tool that enables complaints to be automatically recorded in your account as hard bounces.

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

Define the permitted email domains. ✓

Set up IP access control. ✓

Deactivate users.

Create external events.

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

What do you do?

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

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

Create a silent push message.

Check the SDK version in your app.

7. Web Channel displays personalized content on your website.

How many domains can use Web Channel?

Two domains are supported.

Unlimited domains are supported.

One domain is supported. ✓

Up to 10 domains are supported.

8. You are trying to send a testmail, but the following error message appears: "Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again." What could be causing this error? Note: There are 2 ✓
Answer to this question.

From (name) and From (email address) ✓

Image alternative text

Style settings

Subject line ✓

9. 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 ✓ Answer to this question.

As soon as the Web campaign is launched ✓

Every 6 hours ✓

Hourly

On a daily basis

10. 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?

Web Extend event ✓

Wishlist event

Product catalog update

Mobile event

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

Content > Predict Dashboard > Data Sources > Live Validator

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

Analytics > Customer Lifecycle > Customer Lifecycle ✓

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

12. 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 ✓ Answer to this question.

The audience is updated on a daily basis only. ✓

The audience was archived.

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

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

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

Didn't click link

Quick filter ✓

Email behavior check

Filter switch

14. You want to exclude domains and email addresses that should not be contacted via email at all.

Which option do you need from this list?

Bounce management

Internal blacklist ✓

Frequency cap

Reply management

15. You want to create a trigger in order to send a password reset email.

Which data management option do you need?

External Event ✓

Predict Data Sources

Form Settings > Opt-in invitations and settings

Field Editor

16. You are implementing Web Channel and you are told to use all web campaign types available.

What are your choices? Note: There are 3 ✓ Answer to this question.

Overlay: to have content appear above the normal website content ✓

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

Category: to insert a category-level recommendation

Embed: to replace a selected element on your website ✓

Space: to insert blank elements on your website

17. Which database cannot be used for campaign personalization in SAP Emarsys

Customer Engagement?

Amazon Redshift

Microsoft SQL Server

MySQL

Google BigQuery ✓

18. Some web recommender widgets can be placed on any page in your website.

What are some examples of these widgets? Note: There are 2 ✓ Answer to this question.

Also-bought widget ✓

Home widget ✓

Last-purchase widget

Personal widget

19. You have 1500 contacts and have manually uploaded 100 additional new contacts, but the number of available (opted-in) new contacts on the Database Growth widget still shows 1500 contacts.

You checked that the email address fields are filled and the email addresses are valid.

What could be reasons why the additional new contacts are not showing? Note: There are 2 ✓ Answer to this question.

The opt-in field was not set to TRU ✓

The Database Growth widget only shows auto-imported contacts. ✓

The update takes at least 24 hours to show in the widget.

Too many new contacts were uploaded at the same time.

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

Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100

Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum

Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0-15 ✓

Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

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

It is used by the sender policy framework (SPF) to authenticate outbound emails. ✓

It is used by the SAP Emarsys Customer Engagement API for secure data transfer. ✓

It is used to implement SAP Emarsys Customer Engagement password authentication and IP restrictions.

It is used to encrypt the access to SAP Emarsys Customer Engagement services and customers' link domains. ✓

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

Website information ✓

Sending volumes ✓

Product information

Email performance ✓

Historic sales information

23. 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 span multiple days.

Which participation setting do you need?

Contacts can enter this program again 30 days and 0 hours after exiting it. ✓

Contacts can enter this program again 30 days and 0 hours after entering it.

Contacts can enter this program only once, ever.

Contacts can enter this program any time, even if they are still in it.

24. In January you will want to target contacts who signed up in store during the festive holidays, so you want to segment by the registration source and the registration date.

What field types do you need to create? Note: There are 2 ✓ Answer to this question.

Date ✓

Single choice ✓

URL field

Multi choice