Exam Code: C_C4H225_12

Exam Name | SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

Total No. of Questions: 80

Passing Percentage: 68%

Exam Duration: 180 Minutes.

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Question. 1

Which of the following statements apply when importing product data files into SAP Emarsys Customer Engagement? Note: There are 2 correct answers to this question.

A. Redundant white spaces are automatically trimmed unless they are quoted (e.g., 1, 2, 3 is the same as 1,2,3)
B. Uploading product data files over a secure connection with password protection is supported.
C. Values are NOT case sensitive, (e.g., Women Dress 100 is the same as women_dress_100).
D. A comma (,) must be used to separate multiple values in category fields.

Answers A D

Question. 2

You want to exclude domains and email addresses that should never be contacted via email. Which option do you need from this list?

A. Internal Blocklist
B. Content > Email Archive
C. Management > Security Settings
D. Reply Management

Answers A

Question. 3

You are unable to select a CRM Ads audience in the CRM Ads - Add node in an Automation program Which of the following could be the reason for the error?

A. You did not segment for contacts whose opt-in is true before the CRM Ads - Add node
B. You are using Interactions, and CRM Ads nodes are only available in Automation Center.
C. You did not create the asset as Automation Center Audience.
D. You already have a CRM Ads - Add node in your program with a different audience selected

Answers C

Question. 4

In which case would you use Participation Settings instead of Participation Check node?

- A. You want to make the check available in other programs.
- B. You want to determine participation on a program-level basis and filter contacts based on the time when they entered the program
- C. You want to see how many contacts were filtered through Participation on the Program Reporting page
- D. You want contacts who do not fulfill participation criteria to continue their journey

Answers B

Question. 5

You are using a general registration form on your website. You want to know how many new subscribers complete the form each day. Where can you find this information?

- A. Analytics Trends
- B. Registrations > Per Contact Source
- C. Channels > Web Push
- D. Database Growth widget

Answers B