

# C\_C4H225\_12<sup>Q&As</sup>

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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**QUESTION 1**

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

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**QUESTION 2**

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

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**QUESTION 3**

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

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**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: ABE

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## QUESTION 5

A one-time promotional email campaign is scheduled to be sent for all female contacts in the database. New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

- A. Email Setting > Recipient source > Generated through an event > On Registration
- B. Email Setting > Recipient source > Mobile Engage segment
- C. Email Setting > Recipient source > Web behavior segment
- D. Email Setting > Recipient source > Using a segment

Correct Answer: A

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