

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

SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation

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**QUESTION 1**

You want to import sales data into Smart Insight on a regular basis. What is the recommended frequency?

- A. Real-time
- B. Weekly
- C. Hourly
- D. Daily

Correct Answer: D

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**QUESTION 2**

What does the CRM Ads - Remove from Audience node do in the Automation Center?

- A. It finishes the program early.
- B. It removes any contacts with invalid email addresses from the program.
- C. It adds contacts to another program.
- D. It removes the contact from the audience so that they don't see the campaigns.

Correct Answer: D

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**QUESTION 3**

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
- D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

Correct Answer: C

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**QUESTION 4**

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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## QUESTION 5

A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send? Note: There are 2 correct Answer: to this question.

- A. Abandoned cart
- B. Order delay notification
- C. Password retrieval message
- D. Membership upgrade

Correct Answer: BC

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