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**SAP Certified Associate - Implementation
Consultant - SAP Emarsys Customer
Engagement**

SAP C C4H225 12

Version Demo

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QUESTION NO: 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

ANSWER: D

QUESTION NO: 2

Which mandatory steps do you need to complete before you can attempt your first API call? Note: There are 2 correct

Answer: to this question.

Explanation:

- A. Create an SAP Emarsys Customer Engagement login.
- B. Create an API user.
- C. Configure authentication.
- D. Download the Postman collection.

ANSWER: B C

Explanation:

- A. Create an SAP Emarsys Customer Engagement login.
- B. Create an API user.
- C. Configure authentication.
- D. Download the Postman collection.

Answer: B,C

QUESTION NO: 3

How does contact duplication work in SAP Emarsys Customer Engagement? Note: There are 2 correct

Answer: to this question.

Explanation:

- A. It runs once a day, checking against the full database.
- B. Contacts with the same unique identifier are merged automatically on import.
- C. Contacts with identical first name and last name are merged automatically.
- D. It runs every time a new contact is about to be imported.

ANSWER: B D

Explanation:

- A. It runs once a day, checking against the full database.
- B. Contacts with the same unique identifier are merged automatically on import.
- C. Contacts with identical first name and last name are merged automatically.
- D. It runs every time a new contact is about to be imported.

Answer: B,D

QUESTION NO: 4

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 correct

Answer: to this question.

Explanation:

- A. Date
- B. Single choice
- C. URL field
- D. Multi choice

ANSWER: A B

Explanation:

- A. Date
- B. Single choice
- C. URL field
- D. Multi choice

Answer: A,B

QUESTION NO: 5

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct

Answer: to this question.

Explanation:

- A. The outer HTML elements of recommended items
- B. The content of product catalog fields in Email Recommendations
- C. The layout and currency format of the product recommendation
- D. The template language

ANSWER: A B

Explanation:

- A. The outer HTML elements of recommended items
- B. The content of product catalog fields in Email Recommendations
- C. The layout and currency format of the product recommendation
- D. The template language

Answer: A,B

QUESTION NO: 6

Why does it make sense to create link categories under Management > Link Categories?

Note: There are 2 correct

Answer: to this question.

Explanation:

- A. You will use the Predict Mail Category widgets in your emails.
- B. You can use the categories for reporting in email analytics.
- C. You can assign every link you add to a category in the email editor later.
- D. You can use the categories you created for segmentation.

ANSWER: C D

Explanation:

- A. You will use the Predict Mail Category widgets in your emails.
- B. You can use the categories for reporting in email analytics.
- C. You can assign every link you add to a category in the email editor later.
- D. You can use the categories you created for segmentation.

Answer: C,D

QUESTION NO: 7

What can the plus signs (+) in the Email Analytics Overview page mean? Note: There are 2 correct

Answer: to this question.

Explanation:

- 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.

ANSWER: B

Explanation:

- 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.

Answer: B

QUESTION NO: 8

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?

- A. Bounce management
- B. Internal blocklist
- C. Frequency cap
- D. Reply management

ANSWER: B

QUESTION NO: 9

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

- A. Didn't click link
- B. Quick filter
- C. Email behavior check
- D. Filter switch

ANSWER: B

QUESTION NO: 10

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

ANSWER: D