Free Questions for C_C4H225_12

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Question 1

Question Type: MultipleChoice

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 correct Answer: to this question.

Options:

A- As soon as the Web campaign is launched
B- Every 6 hours
C- Hourly
D- On a daily basis

Answer:

A, B

Question 2

Question Type: MultipleChoice

You are implementing Web Channel and you are told to use all web campaign types available. What are your choices? Note: There are 3 correct Answer: to this question.

Options:

A- Overlay: to have content appear above the normal website content
B- Ribbon: to display a ribbon at the top or bottom of the page
C- Category: to insert a category-level recommendation
D- Embed: to replace a selected element on your website
E- Space: to insert blank elements on your website

Answer:

A, B, D

Question 3

Question Type: MultipleChoice

When the frequency cap is activated, which email types count toward the cap?

Options:

A- All email opened will add to the frequency count for each contact.
B- All email types will add to the frequency count for each contact.
C- All email types except transactional will add to the frequency count for each contact.
D- Event-triggered (transactional) will add to the frequency count for each contact.

Answer:

C

Question 4

Question Type: MultipleChoice

You want to build a comma-separated values (CSV) file and import it into SAP Emarsys Customer Engagement. Which of the following rules apply? Note: There are 2 correct Answer: to this question.

Options:

A- Do not use field values longer than 32 KB.
B- Always use UTF-8 encoding.
C- Do not use more than 128 columns.
D- When a field does not have a value, leave it empty.

Answer:

B, D

Question 5

Question Type: MultipleChoice

Your current loyalty plan is for the US only. The currency is: point. A new loyalty campaign is being planned by your marketing team and they want end users to collect stars in this campaign. Which of the following statements apply? Note: There are 2 correct Answer: to this question.

Options:

A- You can only use points if your loyalty plan is based on points.
B- You can set multiple currencies in one account.
C- You can set multiple currency handling under Loyalty Management > Account settings.
D- You cannot use plural in the name of the currency.

Answer:

A, B

Question 6

Question Type: MultipleChoice

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?

Options:

A- Set available to false in product catalog for all products the brand.
B- Use command (['exclude', 'brand', 'is', 'ALL']) on all pages.
C- Use command (['include', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee product's pages.
D- Use command (['exclude', 'brand', 'is', 'GALLO']) when requesting recommendations on coffee products' pages.

Answer:

D

Question 7

Question Type: MultipleChoice

What is the purpose of relational data?

Options:

A- To improve personalization and segmentation
B- To automate multi-channel marketing programs
C- To display SAP Emarsys Customer Engagement recommendations
D- To add new products to SAP Emarsys Customer Engagement

Answer:

A

Question 8

Question Type: MultipleChoice

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct Answer: to this question.

Options:

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 9

Question Type: MultipleChoice

You are configuring the SAP Emarsys Customer Engagement plug-in for Shopify. What is the first data set you should enable?

Options:

A- Web Extend

B- Product data
C- Customer data
D- Order data

Answer:

C

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