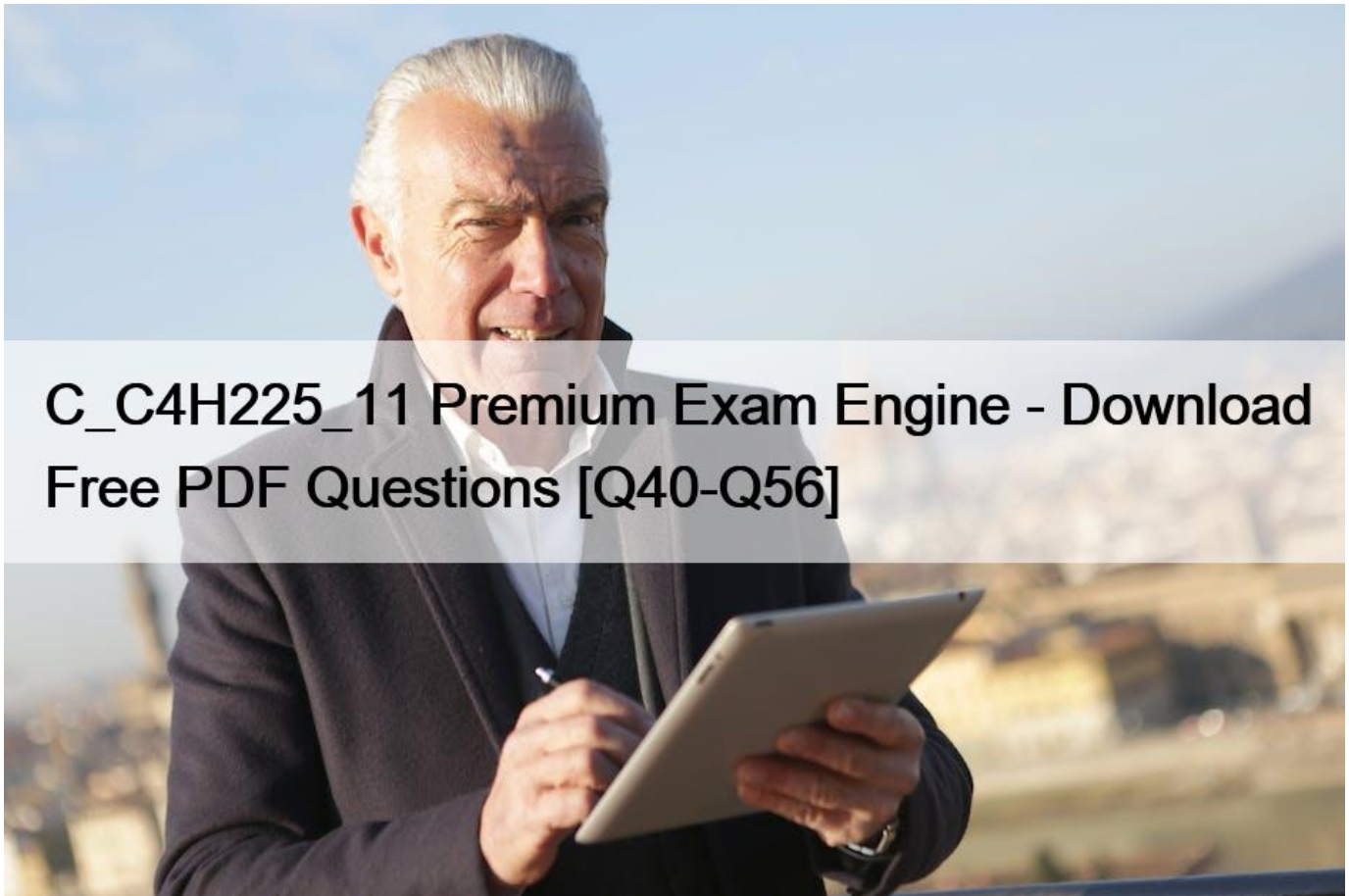# C_C4H225_11 Premium Exam Engine - Download Free PDF Questions [Q40-Q56]

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SAP C_C4H225_11 Exam Description:

The "SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation" certification exam verifies that the candidate has the fundamental and core knowledge required for the technology consultant profile. This certificate proves that the candidate has an overall understanding and can implement the knowledge practically in projects to contribute to the success of the planning and implementation phases in a mentored role. Previous project experience is not necessarily a prerequisite to pass this exam.

QUESTION 40

Yesterday, David purchased a very elegant suit from your Web shop, while Andrew bought a simple discounted T-shirt.
You’d like to send different messages to them depending on their total purchase amount. What node do you need to use?

* Wait node
* Wait for an event node

* Decision splitter node
* A/B test node

QUESTION 41

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?
* Form – registration form
* Target segment – segment
* Entry from program
* Recurring filter – every 1 day(s)

QUESTION 42

The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information? Note: There are 2 correct answers to this question.
* Predict Recommendations widget
* Inspector bookmarklet
* Database Growth widget
* Predict Data Sources page

QUESTION 43

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 answers to this question.
* Overlay: to have content appear above the normal website content
* Ribbon: to display a ribbon at the top or bottom of the page
* Category: to insert a category-level recommendation
* Embed: to replace a selected element on your website
* Space: to insert blank elements on your website

QUESTION 44

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?
* Analytics > Customer Lifecycle
* Analytics > Revenue Analytics
* Contacts > Combined Segments
* Management > Smart Insight Settings

QUESTION 45

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct answers to this question.
* Emarsys Scripting Language
* Link Editor
* Personalization token
* Manage optional content

QUESTION 46

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?
* Smart Insight Data Quality
* Top Performing Program widget
* Registrations > Per Contacts Source
* Database Growth widget

QUESTION 47

Which of the following statements apply when using Google Product Feed (GPF)?
* Multiple GPFs are supported for clients who target multiple countries.
* United States is selected as the default locale if a language is not supported.
* A custom field can be inserted using c_* format.
* Multiple GPFs are not supported for clients who use multiple languages.

QUESTION 48

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct answers to this question.
* The outer HTML elements of recommended items
* The content of product catalog fields in Email Recommendations
* The layout and currency format of the product recommendation
* The template language

QUESTION 49

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct answers to this question.
* Define the permitted email domains.
* Set up IP access control.
* Deactivate users.
* Create external events.

QUESTION 50

Which of the following apply to the msrp field in the product data file? Note: There are 3 correct answers to this question.
* It is the original price of the product.
* The currency is not included.
* The comma (,) is always used as the decimal mark.
* It is a mandatory field.
* The msrp value must be higher than the price for it to appear in the recommendation.

QUESTION 51

For which platforms does SAP Emarsys Customer Engagement provide a standard connector? Note:

There are 2 correct answers to this question.
* Magento
* BigCommerce
* Shopify
* WooCommerce

QUESTION 52

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

There are 2 correct answers to this question.
* Create an SAP Emarsys Customer Engagement login.
* Create an API user.
* Configure authentication.
* Download the Postman collection.

QUESTION 53

You are an account owner. You are asked to add a new administrator with access to Smart Insight.

Which user role do you select?
* Administrator
* Operator
* Account owner
* BI administrator

QUESTION 54

Which statement correctly describes the data flow of web recommendations?
* Recommendations are requested from SAP Emarsys Customer Engagement servers and are then displayed on the client website.
* Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.
* Recommendations are requested from the end user
* Recommendations are requested from the end user

QUESTION 55

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 answers to this question.
* Do not use field values longer than 32 KB.
* Always use UTF-8 encoding.
* Do not use more than 128 columns.
* When a field does not have a value, leave it empty.

QUESTION 56

How does the IP access control functionality work?
* Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other IPs are fully restricted.
* Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. All other IPs are fully restricted.
* Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other users will need to confirm their identity via user name, password, and two-step authentication.
* Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. Users logging in from all other IP addresses must confirm their identity via two-step authentication.

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