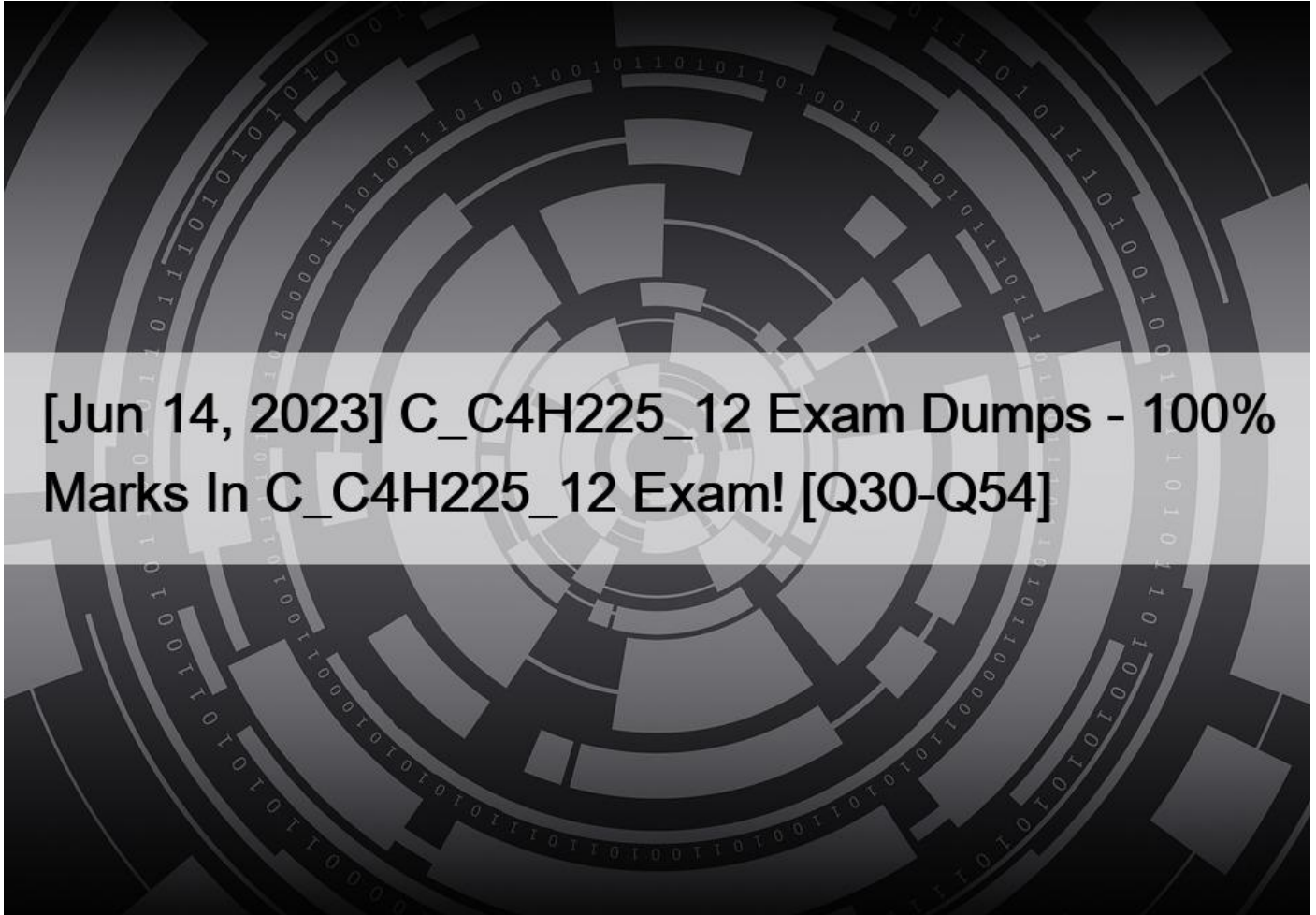


[Jun 14, 2023 C_C4H225_12 Exam Dumps - 100% Marks In C_C4H225_12 Exam! [Q30-Q54]



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SAP C_C4H225_12 Exam Syllabus Topics:

TopicDetailsTopic 1- Identify the various ways to measure results- how to categorize the customer base based on valueTopic 2- Define concepts related to Email Analytics, Revenue Analytics, and Channel Analytics in order- Define product recommendations, their source, and their applicationTopic 3- Identify the basics of contact segmentation and what channels are available for marketing users- Execute functions related to VCE, ESL, CRM Ads, Mobile Engage Push and In-appTopic 4 - Articulate the use and apply understanding of this use to trend reporting, bounce management, allowlists, and user management

Q30. You are tasked with setting up a new product feed for SAP Emarsys Customer Engagement. What rules should you follow to ensure the feed is accepted?

* Include the field names in the first row.

- * Leave fields empty when they do not have a value.
- * Use a pipe to separate fields.
- * Use ASCII encoding.

Q31. The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information?

- * Predict Recommendations widget
- * Inspector bookmarklet
- * Database Growth widget
- * Predict Data Sources page

Q32. The image below shows the summary page of your mobile app tutorial program. What do the **583 Messages** represent?

- * It is the number of mobile push messages.
- * It is the number of all messages in the Interactions program, regardless of the channel.
- * It is the number of times the program was started and executed.
- * It is the number of mobile in-app messages.

Q33. 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

Q34. Why does it make sense to create link categories under Management > Link Categories?

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

Q35. 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?

- * As soon as the Web campaign is launched
- * Every 6 hours
- * Hourly
- * On a daily basis

Q36. What are some of the configurations that are required before you can start sending emails via SAP Emarsys Customer Engagement?

- * Send Time Optimization
- * DNS configuration
- * Deliverability Advisor
- * Reply Management

Q37. What is the purpose of relational data?

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

Q38. 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?

- * Date
- * Single choice
- * URL field
- * Multi choice

Q39. Who is the Security Settings page of the Management menu available to?

- * Account owners and administrators
- * Account owners
- * Operators
- * Administrators

Q40. What data collection commands does Web Extend support?

- * Purchase
- * SetCustomerId
- * Review
- * SetPassword
- * Go

Q41. 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.

Q42. Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify?

- * Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement
- * Automated installation of the Web Recommender template in your webshop
- * Automated installation of the Web Extend data collection scripts on your Shopify themes
- * Automated creation of Interactions programs for Shopify events

Q43. You want to test two different Overlay Web Channel campaigns. Which options do you have?

- * Activate the Advanced Scheduling page and set up an A/B test.
- * Create an Interactions program with an A/B splitter and insert two different campaigns.
- * Create an Automation program with an A/B splitter and insert two different campaigns.
- * Split your recipient source into two contact lists and activate two separate campaigns.

Q44. In which node can you choose filters and conditions such as `“Country equals US”`?

- * Didn't click link
- * Quick filter
- * Email behavior check
- * Filter switch

Q45. 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 span multiple days. Which participation setting do you need?

- * Contacts can enter this program again 30 days and 0 hours after exiting it.
- * Contacts can enter this program again 30 days and 0 hours after entering it.

- * Contacts can enter this program only once, ever.
- * Contacts can enter this program any time, even if they are still in it.

Q46. 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?

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

Q47. How are List-unsubscribes generated?

- * A recipient opts out by using the Unsubscribe link in the email header.
- * A recipient opts out by using the List-unsubscribe button at the top of the email client.
- * A recipient opts out by using the Unsubscribe link in the email footer.
- * A recipient changes his or her newsletter information in the account profile.

Q48. 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.

Q49. You are configuring the SAP Emarsys Customer Engagement plug-in for Shopify. What is the first data set you should enable?

- * Web Extend
- * Product data
- * Customer data
- * Order data

Q50. 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

Q51. You want to create a trigger in order to send a password reset email. Which data management option do you need?

- * External Event
- * Predict Data Sources
- * Form Settings > Opt-in invitations and settings
- * Field Editor

Q52. What can the plus signs (+) in the Email Analytics Overview page mean?

- * The campaign was sent with Send Time Optimization.
- * The campaign has child campaigns (e.g., recurring or A/B test emails).
- * These are your most successful campaigns.
- * The plus sign can be expanded to show the preview.

Q53. Which mandatory steps do you need to complete before you can attempt your first API call?

- * Create an SAP Emarsys Customer Engagement login.
- * Create an API user.
- * Configure authentication.
- * Download the Postman collection.

Q54. What is one purpose of the link title attribute when adding URLs in the block-based editor?

- * It displays the link title in the reporting.
- * It creates a call to action (CTA) with this text on it.
- * It enables link tracking.
- * It is a tooltip and appears when the recipient hovers over the link.

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