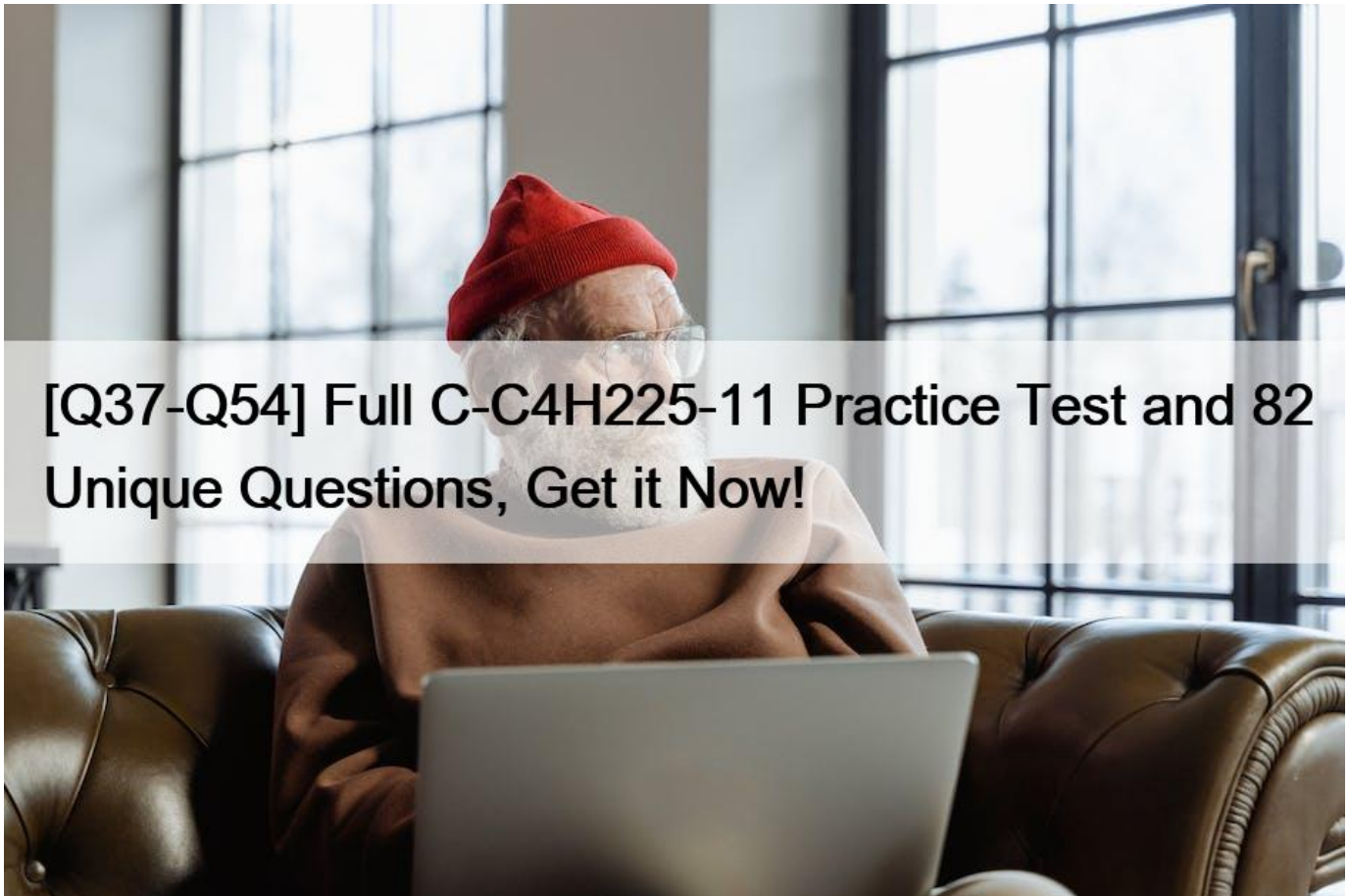


[Q37-Q54 Full C-C4H225-11 Practice Test and 82 Unique Questions, Get it Now!



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SAP C-C4H225-11 certification exam is designed for professionals who are interested in validating their knowledge and skills in implementing SAP Emarsys Customer Engagement. SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation certification is intended for individuals who are responsible for configuring and implementing the SAP Emarsys Customer Engagement platform and its related technologies. C-C4H225-11 exam is designed to test the candidate's knowledge of SAP Emarsys Customer Engagement and its various components, including marketing automation, customer intelligence, and personalization.

QUESTION 37

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 38

You are trying to send a testmail, but the following error message appears: “Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again.” What could be causing this error?

Note: There are 2 correct answers to this question.

- * From (name) and From (email address)
- * Image alternative text
- * Style settings
- * Subject line

QUESTION 39

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

There are 2 correct answers to this question.

- * 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.

QUESTION 40

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 answers to this question.

- * Abandoned cart
- * Order delay notification
- * Password retrieval message
- * Membership upgrade

QUESTION 41

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 42

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

Note: There are 2 correct answers to this question.

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

- * Reply Management

QUESTION 43

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 44

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 45

You want to create a new Lookalike Audience for Facebook in CRM Ads, but a status error message appears saying '“Too few contacts”'. How is this possible? Note: There are 2 correct answers to this question.

- * The audience is updated on a daily basis only.
- * The audience was archived.
- * The network audience was created but there are not enough contacts.
- * The network audience was created but the transfer of the contacts failed.

QUESTION 46

Why is the Sales Data API the preferred method for sending sales data to Smart Insight?

- * It provides real-time validation of the file.
- * The columns can be sent in any order.
- * It provides support for custom columns.
- * The data is usable more quickly in the UI.

QUESTION 47

Which file formats are supported for integrating flexible product data? Note: There are 2 correct answers to this question.

- * Extensible Markup Language (XML)
- * Microsoft Excel file (XLS)
- * Comma-separated values (CSV)
- * Text (TXT)

QUESTION 48

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

- * All email opened will add to the frequency count for each contact.
- * All email types will add to the frequency count for each contact.
- * All email types except transactional will add to the frequency count for each contact.

- * Event-triggered (transactional) will add to the frequency count for each contact.

QUESTION 49

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

- * 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.

QUESTION 50

You receive a call from the marketing team saying they need to make a decision about a campaign to collect new contacts with an SAP Emarsys Customer Engagement form. Is it possible to check the number of new contacts who signed up via an active SAP Emarsys Customer Engagement registration form?

- * Yes, under Management > Forms Settings.
- * Yes, under Analytics > Registrations > Per Contact Source.
- * No, the Registrations report is not shown in real time.
- * Yes, under the Shopify Customer Registration event in a Tactic.

QUESTION 51

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 52

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 answers to this question.

- * 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.

QUESTION 53

What information does the email channel set up form collect? Note: There are 3 correct answers to this question.

- * Website information
- * Sending volumes
- * Product information
- * Email performance
- * Historic sales information

QUESTION 54

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.

SAP C_C4H225_11 certification exam is a globally recognized certification that validates the skills and knowledge of individuals working in the field of SAP Emarsys Customer Engagement Implementation. SAP Certified Technology Associate - SAP Emarsys Customer Engagement Implementation certification exam is designed to test the candidate's understanding of the concepts and functionalities of the SAP Emarsys platform, as well as their ability to implement and configure it for customer engagement.

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