

SAP

C_C4H225_12 Exam

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

**Questions & Answers
Demo**

Version: 4.0

Question: 1

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

- A. Website information
- B. Sending volumes
- C. Product information
- D. Email performance
- E. Historic sales information

Answer: A B D

Question: 2

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: 3

What is an SSL certificate used for? Note: There are 2 correct Answer: to this question.

- A. It is used by the sender policy framework (SPF) to authenticate outbound emails.
- B. It is used by the SAP Emarsys Customer Engagement API for secure data transfer.
- C. It is used to implement SAP Emarsys Customer Engagement password authentication and IP restrictions.
- D. It is used to encrypt the access to SAP Emarsys Customer Engagement services and customers' link domains.

Answer: B D

Question: 4

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

- 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: 5

How do you build a segment for contacts who recently opened an email, visited the website or made a purchase?

- A. Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100
- B. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum
- C. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0-15
- D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

Answer: C
