



C_C4H22_2411

SAP Emarsys Implementation Consultant Certification Questions & Answers



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C_C4H22_2411

SAP Certified Associate - Implementation Consultant - SAP Emarsys

80 Questions Exam –68% Cut Score – Duration of 180 minutes

C_C4H22_2411 Practice Test

ERPPrep.com's C_C4H22_2411 PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP Emarsys Implementation Consultant experts and experienced professionals. To prepare for the actual exam, all you need is to study the content of this exam questions. You can identify the weak area with our premium C_C4H22_2411 practice exams and help you to provide more focus on each syllabus topic covered. This method will help you to boost your confidence to pass the SAP Emarsys Implementation Consultant certification with a better score.

C_C4H22_2411 Questions and Answers Set

Question: 1

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

There are 2 correct answers to this question.

- a) Create an Automation Center program with an A/B splitter and insert two different campaigns.
- b) Activate the Advanced Scheduling page and set up an A/B test.
- c) Split your recipient source into two contact lists or segments and activate two separate campaigns.
- d) Create an Interactions program with an A/B splitter and insert two different campaigns.

Answer: c, d

Question: 2

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

Please choose the correct answer.

- a) Product data
- b) Customer data
- c) Web Extend
- d) Order data

Answer: b

Question: 3

Your current loyalty plan is for the US only, but you would like to add Canada and Mexico, which means that you will want the Loyalty Wallet to display the corresponding currency for the contact's country. You want a single Loyalty action to have multiple tokens, one set per language.

Which of the following is a valid solution?

Please choose the correct answer.

- a) You can use the Loyalty add-on as is.
- b) You need to implement Multiplan Loyalty.
- c) You need to implement Multi Market Loyalty.
- d) Only one currency is supported in the Loyalty add-on.

Answer: c

Question: 4

Which of the following apply to the msrp field in the product data file?

There are 3 correct answers to this question.

- a) It is a mandatory field.
- b) The currency is not included.
- c) A comma (,) is always used as the decimal mark.
- d) It is the original price of the product.
- e) The msrp value must be higher than the price for it to appear in the recommendation.

Answer: b, d, e

Question: 5

You see an email open rate of 26.2%. When is an email defined as open?

There are 2 correct answers to this question.

- a) The recipient downloaded an image from the email.
- b) The recipient forwarded the email campaign.
- c) The recipient clicked a link in the email campaign.
- d) The recipient replied to the email campaign.

Answer: a, c

Question: 6

A user cannot log in to their account. You check the user status and it is showing as "deactivated". What could be the reason?

There are 3 correct answers to this question.

- a) The access role was updated by the account owner; therefore, the user profile needs to be verified again.
- b) The user was automatically deactivated after 180 days of inactivity.
- c) The user did not log in within 90 days of their profile being created.
- d) The user failed to verify their profile in time.
- e) The email address does not belong to the domains permitted in Security Settings.

Answer: b, c, d

Question: 7

The SAP Emarsys Customer Engagement API has rate limiting in order to maintain the highest quality of service for all clients. What is the standard limit?

Please choose the correct answer.

- a) 100 requests per minute for each API key
- b) 100,000 requests per minute for each API key
- c) 10,000 requests per minute for each API key
- d) 1000 requests per minute for each API key

Answer: d

Question: 8

You need to delete a large number of invalid contacts on a regular basis. How can you do this?

There are 2 correct answers to this question.

- a) Use the API endpoint Delete Contacts.
- b) Create an Automation Center program using the Delete Contacts node.
- c) Segment the invalid contacts and click the skull icon for the segment.
- d) On the Contact List overview page, click the corresponding trash icon.

Answer: a, b

Question: 9

You want to check how your email campaign will be displayed in Gmail and Microsoft Outlook. Where can you do this?

Please choose the correct answer.

- a) In Live Preview, by clicking the Device Selector icon
- b) In the Visual Content Editor (VCE) under the Content Creation step, by clicking the Inbox Preview icon
- c) In the Content menu under Block-Based Templates
- d) In the Content menu under Personalization

Answer: b

Question: 10

What does a CRM Ads lookalike audience do? Please choose the correct answer.

- a) Requests that Facebook or Google find an audience similar to a segment of SAP Emarsys Customer Engagement contacts
- b) Looks at an existing contact list with errors and suggests changes
- c) Compares two contact lists or segments and looks for customers with similar interests
- d) Builds an algorithm to reactivate contacts on social media

Answer: a

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