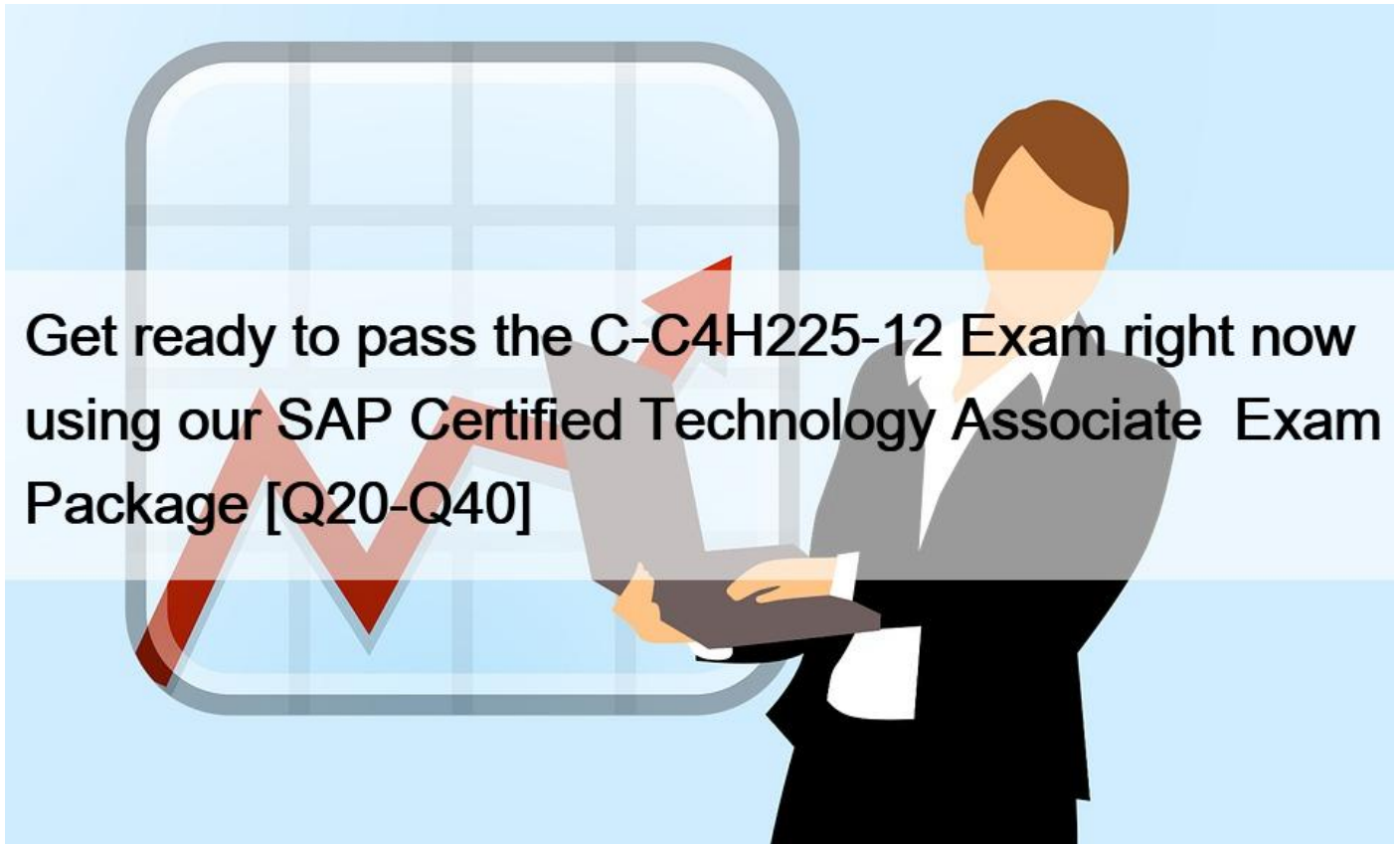


## Get ready to pass the C-C4H225-12 Exam right now using our SAP Certified Technology Associate Exam Package [Q20-Q40]



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**Q20.** Sarah left a product in her cart on your website. You'd like to build an automated customer journey so that she completes her purchase. Which trigger option from the list below do you need to use in your Interactions program?

- \* Web Extend event
- \* Wishlist event
- \* Product catalog update
- \* Mobile event

**Q21.** What do you use to personalize the First Name field with fallback text if the field is empty?

- \* Emarsys Scripting Language
- \* Link Editor
- \* Personalization token
- \* Manage optional content

**Q22.** 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.

**Q23.** You want to create a new Lookalike Audience for Facebook in CRM Ads, but a status error message appears saying '&#8220;Too few contacts&#8221;. How is this possible?

- \* 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.

**Q24.** You are implementing Web Channel and you are told to use all web campaign types available. What are your choices?

- \* 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

**Q25.** How can a new API user be set up?

- \* An account owner can create an API user in Management > Security Settings.
- \* An account owner can create an API user in Management > Predict Data Sources.
- \* An account owner can create an API user in Management > User Management.
- \* A system operator can use an API endpoint to generate a new user.

**Q26.** 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.

**Q27.** 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

**Q28.** Which of the following describe Automation Center programs and Interactions programs?

- \* The only difference is that Interactions programs have different entry points.
- \* Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.
- \* Automation Center programs always ignore the opt-in status.
- \* Automation programs can be used for automated multiple-step, multi-channel programs for one- off or recurring lifecycle campaigns.

**Q29.** 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

**Q30.** A one-time promotional email campaign is scheduled to be sent for all female contacts in the database. New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

- \* Email Setting > Recipient source > Generated through an event > On Registration
- \* Email Setting > Recipient source > Mobile Engage segment
- \* Email Setting > Recipient source > Web behavior segment
- \* Email Setting > Recipient source > Using a segment

**Q31.** You are setting up a new API call to add a new contact that has opted in, and you want to ensure the system opt-in field is set correctly. What value must you use?

- \*  True
- \*  1
- \*  True
- \*  1

**Q32.** 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

**Q33.** You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts?

- \* Use date of birth.
- \* Use email address.
- \* Use first name and last name.
- \* Use an external ID.
- \* Use an SAP Emarsys Customer Engagement internal ID.

**Q34.** You want to build a comma-separated values (CSV) file and import it into SAP Emarsys Customer Engagement. Which of the following rules apply?

- \* 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.

**Q35.** 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.

**Q36.** What data collection commands does Web Extend support?

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

**Q37.** 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.

**Q38.** 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.

**Q39.** What is the Yahoo complaint feedback loop?

- \* It is a tool that enables hard bounces to be automatically recorded in your account as invalid contacts.
- \* It is a tool that enables complaints to be automatically recorded in your account as unsubscribes.
- \* It is a tool that enables bounces to be automatically recorded in your account as suppressions.
- \* It is a tool that enables complaints to be automatically recorded in your account as hard bounces.

**Q40.** You are about to create your monthly email report and you want to see revenue results of two different campaigns next to each other. Where can you create this report?

- \* Analytics > Trends > Revenue Analytics
- \* Analytics > Trends > Comparison
- \* Analytics > Trends > Revenue
- \* Analytics > Trends > Trend Reporting

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