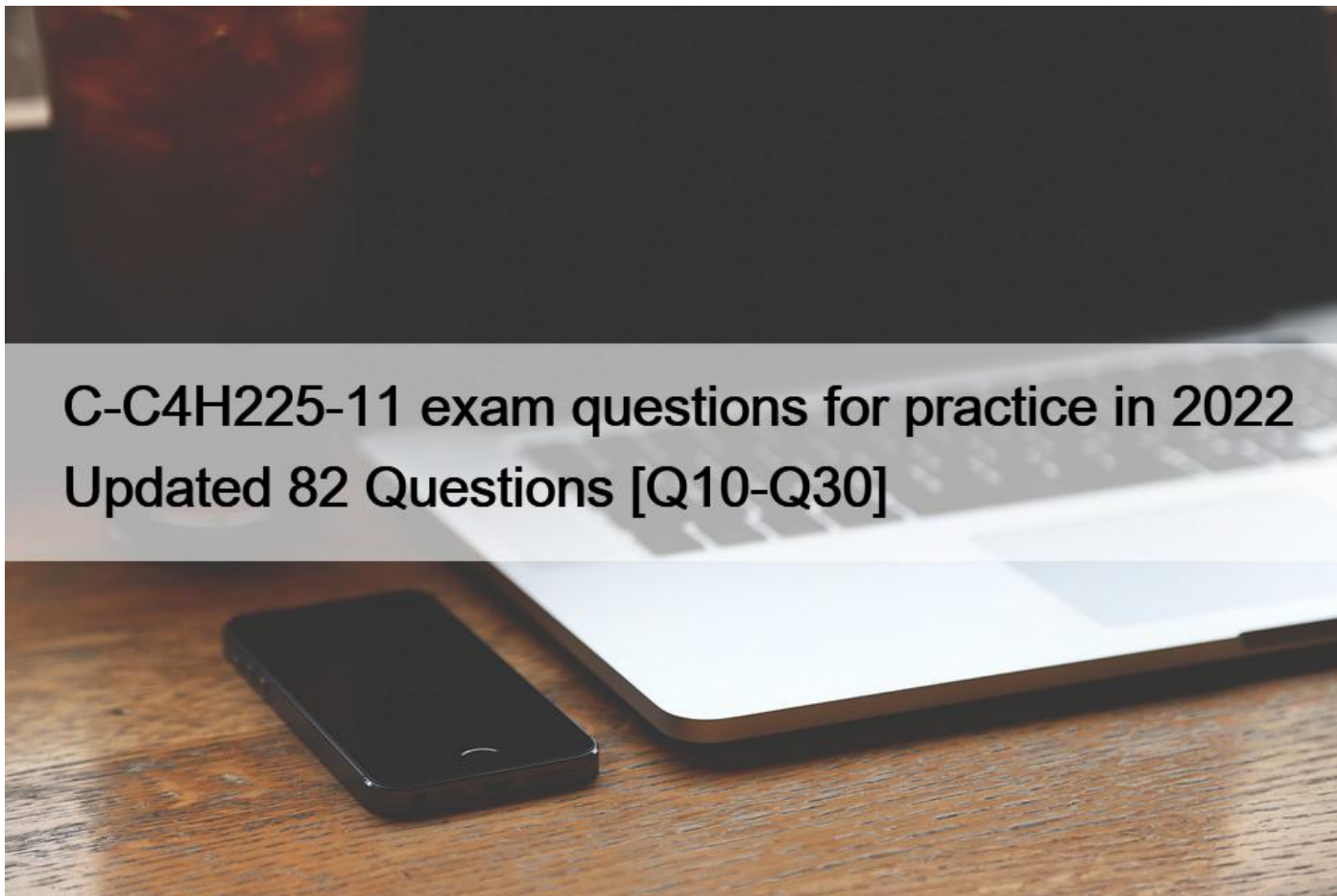


C-C4H225-11 exam questions for practice in 2022 Updated 82 Questions [Q10-Q30]



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SAP C-C4H225-11 Certification Exam Topics:

Topic Areas Topic Details, Courses, Books **Campaign Management > 12%** Explain VCE, ESL, CRM ads, Mobile Engage push and In app, Automations (AC and Interactions) Open Time content, Web Channel, Predict, SMS. Learning Journey Emarsys **Product Overview 8% - 12%** Explain how the Strategic Dashboard helps measure the impact of marketing campaigns, how to categorize the customer base based on value, what Tactics are used for. Explain the basics of contact segmentation, what channels are available for marketing users. What kind of ecommerce integrations are available? What are product recommendations for? What are the ways to measure results? Trend reporting, bounce management, allowlists, User management. Learning Journey Emarsys **Account Creation and Settings > 12%** Describe DNS settings, SSL certificates, Email channel setup and compliance, account security settings Learning Journey Emarsys **Data Collection and Contact Management > 12%** Explain Contact management, Smart Insight, Web Extend, Relational Data, SI onboarding, Magento onboarding. Learning Journey Emarsys

QUESTION 10

Some web recommender widgets can be placed on any page in your website. What are some examples of these widgets? Note: There are 2 correct answers to this question.

- * Also-bought widget
- * Home widget
- * Last-purchase widget
- * Personal widget

QUESTION 11

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

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

QUESTION 12

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

- * Analytics > Customer Lifecycle
- * Analytics > Revenue Analytics
- * Contacts > Combined Segments
- * Management > Smart Insight Settings

QUESTION 13

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 14

You want to connect your own hosted databases to SAP Emarsys Customer Engagement using Relational Data Service (RDS).

Which of the following connection types require a certificate authority (CA)? Note:

There are 3 correct answers to this question.

- * Google BigQuery
- * Amazon Redshift
- * Snowflake
- * PostgreSQL
- * MySQL

QUESTION 15

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

QUESTION 16

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 17

How does contact duplication work in SAP Emarsys Customer Engagement? Note: There are 2 correct answers to this question.

- * It runs once a day, checking against the full database.
- * Contacts with the same unique identifier are merged automatically on import.
- * Contacts with identical first name and last name are merged automatically.
- * It runs every time a new contact is about to be imported.

QUESTION 18

Which two mailboxes are the best practice for the Yahoo complaint feedback loop setup? Note: There are 2 correct answers to this question.

- * complaint@your.senderdomain.com
- * abuse@your.senderdomain.com
- * bounces@your.senderdomain.com
- * postmaster@your.senderdomain.com

QUESTION 19

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

QUESTION 20

You want to filter all contacts who made their last purchase on Black Friday. Which filter is correct?

- * Days since last engagement
- * Spent in the last 24 months
- * Order(s) made X days ago
- * Days since last purchase

QUESTION 21

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 22

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

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

QUESTION 23

Which of the following can you only perform in Advanced Scheduling? Note: There are 2 correct answers to this question.

- * You can select a time zone for scheduling.
- * You can schedule emails to be sent in the future.
- * You can schedule test launches one after another.
- * You can schedule versions for A/B testing.

QUESTION 24

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct answers to this question.

- * 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.

QUESTION 25

You want to analyze your email response rates by domain level. Which reporting tab gives you a breakdown for the 10 most popular email providers?

- * Customer Lifecycle
- * Deliverability Reporting
- * Revenue Analytics
- * Trend Reporting

QUESTION 26

You want to collect data from contacts using forms. Which forms does SAP Emarsys Customer Engagement offer? Note: There are 3 correct answers to this question.

- * Change Profile
- * Consent Management
- * General Registration
- * Newsletter Registration
- * Product Subscription

QUESTION 27

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

QUESTION 28

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

QUESTION 29

You want to prevent a specific coffee brand, GALLO, from being recommended on your website, although it will still be available to purchase. How can you do this?

- * Set available to false in product catalog for all products the brand.
- * Use command ([exclude, brand, is, ALL]) on all pages.
- * Use command ([include, brand, is, GALLO]) when requesting recommendations on coffee product
- * Use command ([exclude, brand, is, GALLO]) when requesting recommendations on coffee products

QUESTION 30

You are using the SAP Emarsys Customer Engagement API to trigger an external event endpoint. What is missing (pixelated) from the API call below?

- * Event time
- * External event name
- * Campaign name
- * External event ID

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