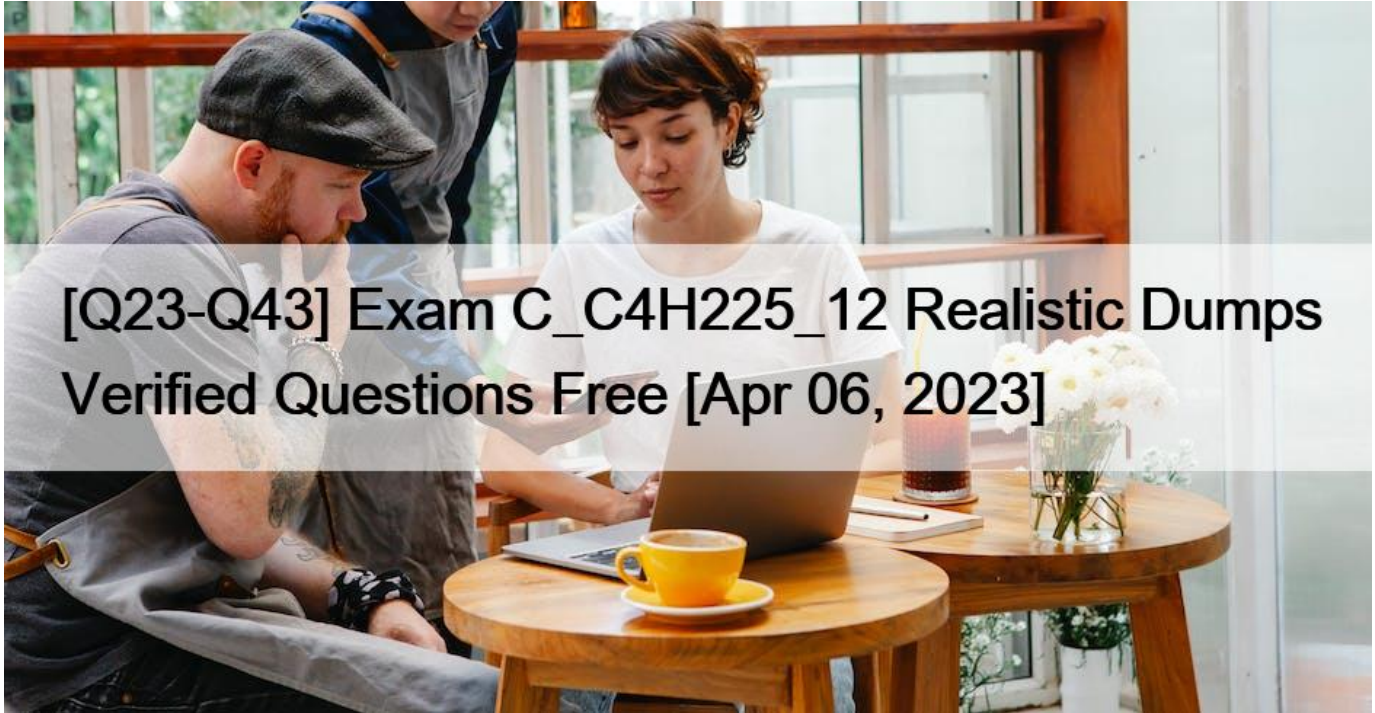


## [Q23-Q43] Exam C\_C4H225\_12 Realistic Dumps Verified Questions Free [Apr 06, 2023]



### **Exam C\_C4H225\_12 Realistic Dumps Verified Questions Free [Apr 06, 2023 Valid C\_C4H225\_12 Dumps for Helping Passing SAP Exam!**

To prepare for the exam, candidates can attend official SAP C-C4H225-12 training courses or use self-study materials provided by SAP. These materials cover all the topics tested in the exam and include practice questions and simulations to help candidates get familiar with the SAP Emarsys platform. Candidates can also take advantage of online communities and forums to learn from other SAP Emarsys experts and get advice on how to prepare for the exam.

#### **QUESTION 23**

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

#### **QUESTION 24**

Where can you check the average purchase details of a contact?

- \* Content > Predict Dashboard > Data Sources > Live Validator

- \* Search > Search by email address > Edit Contact > Unified Customer Profile
- \* Analytics > Customer Lifecycle > Customer Lifecycle
- \* Contacts > Segments > Edit Segment > Display Contacts > Edit Contact > Unified Customer Profile

### QUESTION 25

Which two of the following answer are valid methods to track revenue?

- \* First Touch > Attribution window 365 days > Touchpoint push open
- \* First Touch > Attribution window 7 days > Touchpoint Web Channel click
- \* Last Touch > Attribution window 9 days > Touchpoint email click
- \* First Touch > Attribution window 366 days > Touchpoint email open

### QUESTION 26

You want to exclude domains and email addresses that should not be contacted via email at all. Which option do you need from this list?

- \* Bounce management
- \* Internal blocklist
- \* Frequency cap
- \* Reply management

### QUESTION 27

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.

### QUESTION 28

Which two mailboxes are the best practice for the Yahoo complaint feedback loop setup?

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

### QUESTION 29

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 30

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.

### QUESTION 31

You have 1500 contacts and have manually uploaded 100 additional new contacts, but the number of available (opted-in) new contacts on the Database Growth widget still shows 1500 contacts.

You checked that the email address fields are filled and the email addresses are valid. What could be reasons why the additional new contacts are not showing?

- \* The opt-in field was not set to TRUE.
- \* The Database Growth widget only shows auto-imported contacts.
- \* The update takes at least 24 hours to show in the widget.
- \* Too many new contacts were uploaded at the same time.

### QUESTION 32

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

- \* Send Time Optimization
- \* DNS configuration
- \* Deliverability Advisor
- \* Reply Management

### QUESTION 33

You need to update some existing contacts records using the SAP Emarsys Customer Engagement API. What is the correct method to use?

- \* GET
- \* DELETE
- \* PUT
- \* POST

### QUESTION 34

In which node can you choose filters and conditions such as `&#8220;Country equals US&#8221;?`

- \* Didn't click link
- \* Quick filter
- \* Email behavior check
- \* Filter switch

### QUESTION 35

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

### QUESTION 36

You are building an abandoned cart program that uses a discount voucher. You don't want any users to receive more than 1 voucher in a 30 day period. There are wait nodes in the program that spam multiple days. Which participation setting do you need?

- \* Contacts can enter this program again 30 days and 0 hours after exiting it.
- \* Contacts can enter this program again 30 days and 0 hours after entering it.
- \* Contacts can enter this program only once, ever.
- \* Contacts can enter this program any time, even if they are still in it.

### QUESTION 37

Which file formats are supported for integrating flexible product data?

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

### QUESTION 38

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?

- \* 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 39

You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks. When is the segment refreshed?

- \* As soon as the Web campaign is launched
- \* Every 6 hours
- \* Hourly
- \* On a daily basis

### QUESTION 40

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

### QUESTION 41

What data collection commands does Web Extend support?

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

#### QUESTION 42

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.

#### QUESTION 43

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

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

To become certified, candidates must pass the C-C4H225-12 exam, which consists of 80 multiple-choice questions. The exam is timed and candidates have 180 minutes to complete it. The exam is available in English and other languages, and candidates can take it at SAP training centers or online through the SAP Learning Hub.

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