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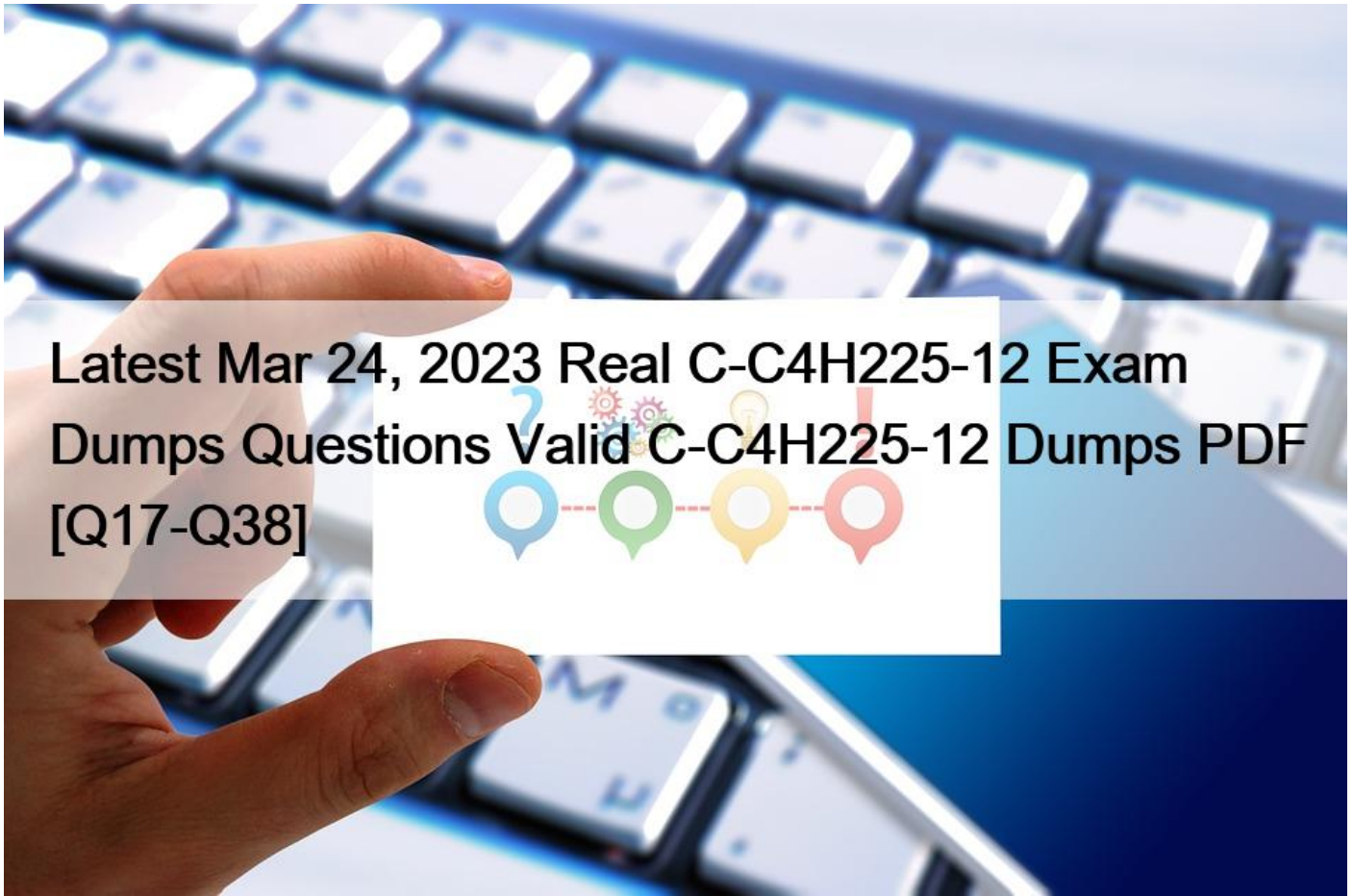

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SAP C-C4H225-12 Exam Dumps - PDF Questions and Testing Engine

NO.17 How does the IP access control functionality work?
* Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other IPs are fully restricted.
* Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. All other IPs are fully restricted.
* Users logging in from one of the IP addresses from an allowlist can log in using the registered phone number only. All other users will need to confirm their identity via user name, password, and two-step authentication.
* Users logging in from one of the IP addresses from an allowlist can log in with their user name and password only. Users logging in from all other IP addresses must confirm their identity via two- step authentication.

NO.18 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

NO.19 Yesterday, David purchased a very elegant suit from your Web shop, while Andrew bought a simple discounted T-shirt. You’d like to send different messages to them depending on their total purchase amount. What node do you need to use?
* Wait node
* Wait for an event node
* Decision splitter node
* A/B test node

NO.20 You want to display different content for your female and male contacts in your email campaign. Which function do you use?
* Predict Recommendation settings
* Product source
* Block targeting
* Open Block Style settings

NO.21 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.

NO.22 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.

NO.23 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

NO.24 Which database cannot be used for campaign personalization in SAP Emarsys Customer Engagement?
* Amazon Redshift
* Microsoft SQL Server
* MySQL
* Google BigQuery

NO.25 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.

NO.26 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

NO.27 You are trying to send a testmail, but the following error message appears: “Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again.” What could be causing this error?

* From (name) and From (email address)

* Image alternative text

* Style settings

* Subject line

NO.28 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

NO.29 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

NO.30 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

NO.31 For which platforms does SAP Emarsys Customer Engagement provide a standard connector?

* Magento

* BigCommerce

* Shopify

* WooCommerce

NO.32 You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

* An internal issue occurred and you should try again.

* Your API credentials are incorrect.

* There is an error in the information provided that needs correcting.

* It indicates the call was successful.

NO.33 You are tasked with setting up a new product feed for SAP Emarsys Customer Engagement. What rules should you follow to ensure the feed is accepted?

* Include the field names in the first row.

* Leave fields empty when they do not have a value.

* Use a pipe to separate fields.

* Use ASCII encoding.

NO.34 You want to import sales data into Smart Insight on a regular basis. What is the recommended frequency?
* Real-time
* Weekly
* Hourly
* Daily

NO.35 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.

NO.36 Your current loyalty plan is for the US only. The currency is: point. A new loyalty campaign is being planned by your marketing team and they want end users to collect stars in this campaign. Which of the following statements apply?
* You can only use points if your loyalty plan is based on points.
* You can set multiple currencies in one account.
* You can set multiple currency handling under Loyalty Management > Account settings.
* You cannot use plural in the name of the currency.

NO.37 What is one purpose of the link title attribute when adding URLs in the block-based editor?
* It displays the link title in the reporting.
* It creates a call to action (CTA) with this text on it.
* It enables link tracking.
* It is a tooltip and appears when the recipient hovers over the link.

NO.38 A test user received an email with a form to confirm a premium newsletter subscription. The content of the opt-in invitation has a typo: “Yes, I WULD like to receive emails about new products and special promotions.” Where can you correct this?
* Management > Form Settings > Opt-in invitation and interests
* Channels > Email campaigns
* My profile > Form default language
* Management > Form settings > General format

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