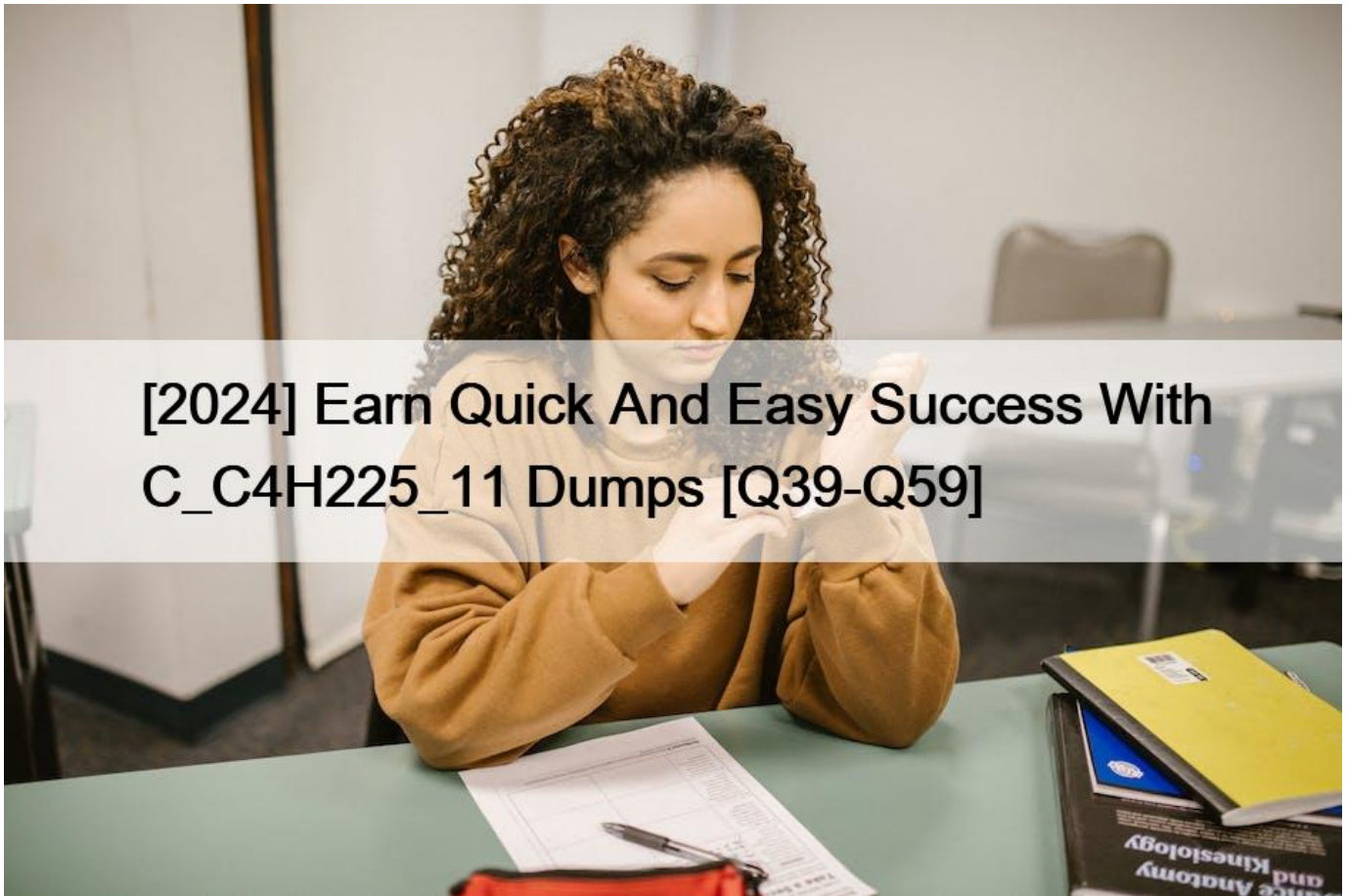# [2024 Earn Quick And Easy Success With C_C4H225_11 Dumps [Q39-Q59

[2024 Earn Quick And Easy Success With C_C4H225_11 Dumps Free C_C4H225_11 pdf Files With Updated and Accurate Dumps Training QUESTION 39

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 40

Which of the following apply to the msrp field in the product data file? Note: There are 3 correct answers to this question.
* It is the original price of the product.
* The currency is not included.
* The comma (,) is always used as the decimal mark.
* It is a mandatory field.
* The msrp value must be higher than the price for it to appear in the recommendation.

QUESTION 41

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? Note: There are 2 correct answers to this question.
* 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.

QUESTION 42

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.

QUESTION 43

The image below shows the summary page of your mobile app tutorial program. What do the “583 Messages” represent? Note: There are 2 correct answers to this question.
* It is the number of mobile push messages.
* It is the number of all messages in the Interactions program, regardless of the channel.
* It is the number of times the program was started and executed.
* It is the number of mobile in-app messages.

QUESTION 44

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

QUESTION 45

Which of the following describe Automation Center programs and Interactions programs? Note: There are 2 correct answers to this question.
* 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 46

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 47

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? Note: There are 2 correct answers to this question.
* As soon as the Web campaign is launched
* Every 6 hours
* Hourly
* On a daily basis

QUESTION 48

Which database cannot be used for campaign personalization in SAP Emarsys Customer Engagement?
* Amazon Redshift
* Microsoft SQL Server
* MySQL
* Google BigQuery

QUESTION 49

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 50

When the frequency cap is activated, which email types count toward the cap?
* All email opened will add to the frequency count for each contact.
* All email types will add to the frequency count for each contact.
* All email types except transactional will add to the frequency count for each contact.
* Event-triggered (transactional) will add to the frequency count for each contact.

QUESTION 51

You just had a new product range added to your online store and you want to target your VIP clients with a one-off multi-channel promotional program. Which entry node do you use?
* Form – registration form
* Target segment – segment
* Entry from program
* Recurring filter – every 1 day(s)

QUESTION 52

Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify? Note: There are 2 correct answers to this question.

* 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

QUESTION 53

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 54

What is an SSL certificate used for? Note: There are 2 correct answers to this question.
* It is used by the sender policy framework (SPF) to authenticate outbound emails.
* It is used by the SAP Emarsys Customer Engagement API for secure data transfer.
* It is used to implement SAP Emarsys Customer Engagement password authentication and IP restrictions.
* It is used to encrypt the access to SAP Emarsys Customer Engagement services and customers

QUESTION 55

Where can you check the average purchase details of a contact? Note: There are 2 correct answers to this question.
* 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 56

Which two of the following answers are valid methods to track revenue? Note: There are 2 correct answers to this question.
* 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 57

What does the CRM Ads – Remove from Audience node do in the Automation Center?
* It finishes the program early.
* It removes any contacts with invalid email addresses from the program.
* It adds contacts to another program.
* It removes the contact from the audience so that they don

QUESTION 58

Why does it make sense to create link categories under Management > Link Categories? Note: There are

2 correct answers to this question.
* 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.

QUESTION 59

The Health Check dashboard shows a web behavior error and a data source consistency error. Where you can find more information? Note: There are 2 correct answers to this question.
* Predict Recommendations widget
* Inspector bookmarklet
* Database Growth widget
* Predict Data Sources page

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