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Exam : **C_C4H225_11**

Title : SAP Certified Technology
Associate - SAP Emarsys
Customer Engagement
Implementation

Vendor : SAP

Version : DEMO

NO.1 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.

- A. Also-bought widget
- B. Personal widget
- C. Last-purchase widget
- D. Home widget

Answer: A,D

NO.2 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?

- A. Form - registration form
- B. Entry from program
- C. Target segment - segment
- D. Recurring filter - every 1 day(s)

Answer: B

NO.3 Which mandatory steps do you need to complete before you can attempt your first API call?

Note:

There are 2 correct answers to this question.

- A. Configure authentication.
- B. Download the Postman collection.
- C. Create an SAP Emarsys Customer Engagement login.
- D. Create an API user.

Answer: A,D

NO.4 You are implementing Web Channel and you are told to use all web campaign types available. What are your choices? Note: There are 3 correct answers to this question.

- A. Overlay: to have content appear above the normal website content
- B. Ribbon: to display a ribbon at the top or bottom of the page
- C. Embed: to replace a selected element on your website
- D. Category: to insert a category-level recommendation
- E. Space: to insert blank elements on your website

Answer: A,B,C

NO.5 You are an account owner. You are asked to add a new administrator with access to Smart Insight.

Which user role do you select?

- A. Operator
- B. Account owner
- C. Administrator
- D. BI administrator

Answer: D