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Question 1

Why does it make sense to create link categories under Management > Link Categories? Note: There are 2 correct Answer: to this question.

Options:

A- You will use the Predict Mail Category widgets in your emails.

B- You can use the categories for reporting in email analytics.

C- You can assign every link you add to a category in the email editor later.

D- You can use the categories you created for segmentation.

Answer:

C, D

Question 2

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

Question 3

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

A- An internal issue occurred and you should try again.

B- Your API credentials are incorrect.

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

D- It indicates the call was successful.

Answer:

C

Question 4

Question Type: MultipleChoice

You want to provide an omnichannel experience to your customers by extending your webshop personalization experience to another channel. In this context, what is the recommended practice for identifying contacts?

Options:

A- Use full name and email address as the unique identifier.

B- Use the same identifier across all channels.

C- Use different identifiers so you can better identify which contacts are coming from the new channel and your website pages.

D- Enable SAP Emarsys Customer Engagement AI to automatically identify unique contacts.

Answer:

B

Question 5

Question Type: MultipleChoice

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 Answer: to this question.

Options:

A- Predict Recommendations widget

B- Inspector bookmarklet

C- Database Growth widget

D- Predict Data Sources page

Answer:

D

Question 6

Question Type: **MultipleChoice**

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

Options:

A- complaint@your.senderdomain.com

B- abuse@your.senderdomain.com

C- bounces@your.senderdomain.com

D- postmaster@your.senderdomain.com

Question 7

Question Type: MultipleChoice

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? Note: There are 2 correct Answer: to this question.

Options:

A- From (name) and From (email address)

B- Image alternative text

C- Style settings

D- Subject line

Answer:

A, D

Question 8

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?

Options:

A- Yes, under Management > Forms Settings.

B- Yes, under Analytics > Registrations > Per Contact Source.

C- No, the Registrations report is not shown in real time.

D- Yes, under the Shopify Customer Registration event in a Tactic.

Answer:

B

Question 9

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

Options:

A- You can select a time zone for scheduling.

B- You can schedule emails to be sent in the future.

C- You can schedule test launches one after another.

D- You can schedule versions for A/B testing.

Answer:

B, C

Question 10

Question Type: **MultipleChoice**

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 Answer: to this question.

Options:

A- Do not use field values longer than 32 KB.

B- Always use UTF-8 encoding.

C- Do not use more than 128 columns.

D- When a field does not have a value, leave it empty.

Answer:

B, D

Question 11

Question Type: **MultipleChoice**

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?

Options:

A- Analytics > Customer Lifecycle

B- Analytics > Revenue Analytics

C- Contacts > Combined Segments

D- Management > Smart Insight Settings

Answer:

D

Question 12

Question Type: MultipleChoice

In your test campaign, only 50% of push messages are delivered. The error message states "Invalid push token". What do you do?

Options:

A- Add iOS and Android platform-specific values for your messages.

B- Check your segmentation criteria and only include push-enabled users.

C- Create a silent push message.

D- Check the SDK version in your app.

Answer:

B