Question 1

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

Options:

A- Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement

B- Automated installation of the Web Recommender template in your webshop

C- Automated installation of the Web Extend data collection scripts on your Shopify themes

D- Automated creation of Interactions programs for Shopify events

Answer:

A, C

Question 2

What does the CRM Ads - Remove from Audience node do in the Automation Center?

Options:

A- It finishes the program early.

B- It removes any contacts with invalid email addresses from the program.

C- It adds contacts to another program.

D- It removes the contact from the audience so that they don't see the campaigns.

Answer:

D

Question 3

Question Type: MultipleChoice

Which statement correctly describes the data flow of web recommendations?

A- Recommendations are requested from SAP Emarsys Customer Engagement servers and are then displayed on the client website.

B- Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.

C- Recommendations are requested from the end user's email server by the JavaScript API then the returned recommendations are displayed by the same API.

D- Recommendations are requested from the end user's browser by the JavaScript API then the returned recommendations are displayed by the same API.

Answer:

D

Question 4

Question Type: MultipleChoice

Why is the Sales Data API the preferred method for sending sales data to Smart Insight?

Options:

A- It provides real-time validation of the file.

B- The columns can be sent in any order.

C- It provides support for custom columns.

D- The data is usable more quickly in the UI.

Answer:

D

Question 5

You are connecting your Magento shop with SAP Emarsys Customer Engagement using the Magento 2 plug-in. Which of the following scenarios are valid? Note: There are 2 correct Answer: to this question.

Options:

A- Multiple Magento stores into one SAP Emarsys Customer Engagement account

B- Single Magento store into multiple SAP Emarsys Customer Engagement accounts

C- Multiple Magento websites into one SAP Emarsys Customer Engagement account

D- Single Magento store into one SAP Emarsys Customer Engagement account

Answer:

A, D

Question 6

Question Type: MultipleChoice

The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct Answer: to this question.

Options:

A- It is the number of mobile push messages.

B- It is the number of all messages in the Interactions program, regardless of the channel.

C- It is the number of times the program was started and executed.

D- It is the number of mobile in-app messages.

Question 7

Question Type: MultipleChoice

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct Answer: to this question.

Options:

A- Define the permitted email domains.

B- Set up IP access control.

C- Deactivate users.

D- Create external events.

Answer:

A, B

Question 8
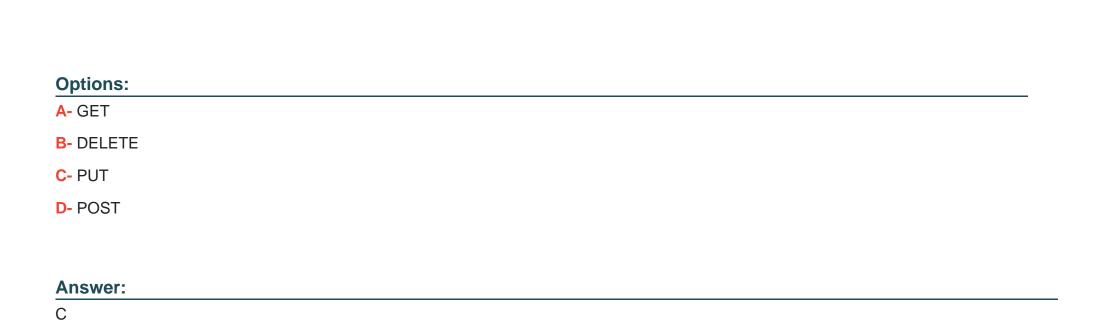
How can a new API user be set up?

Options:

A- An account owner can create an API user in Management > Security Settings.

B- An account owner can create an API user in Management > Predict Data Sources.

C- An account owner can create an API user in Management > User Management.

D- A system operator can use an API endpoint to generate a new user.

Answer:

A

Question 9

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

Options:

A- GET

B- DELETE

C- PUT

D- POST

Answer:

C

Question 10

Question Type: **MultipleChoice**

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

A- First Touch > Attribution window 365 days > Touchpoint push open

B- First Touch > Attribution window 7 days > Touchpoint Web Channel click

C- Last Touch > Attribution window 9 days > Touchpoint email click

D- First Touch > Attribution window 366 days > Touchpoint email open

Answer:

A, C

Question 11

Question Type: **MultipleChoice**

How does the IP access control functionality work?

Options:

A- 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.

B- 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.

C- 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.

D- 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.

Answer:

D

Question 12

Question Type: **MultipleChoice**

What is the purpose of relational data?

Options:

A- To improve personalization and segmentation

B- To automate multi-channel marketing programs

C- To display SAP Emarsys Customer Engagement recommendations

D- To add new products to SAP Emarsys Customer Engagement

Answer:

A