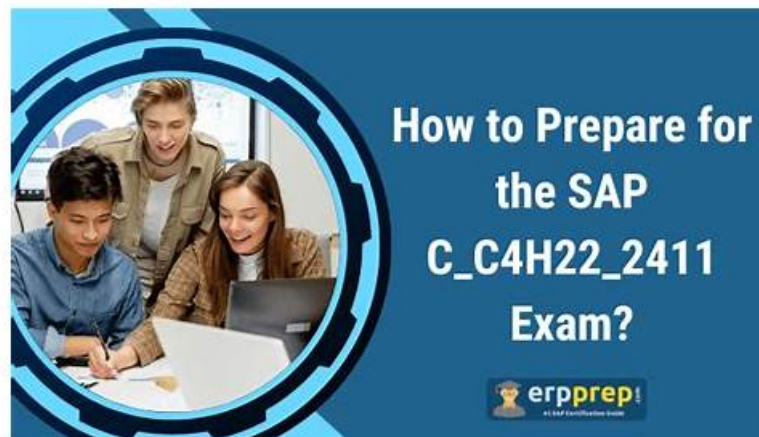


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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q66-Q71):

NEW QUESTION # 66

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct answers to this question.

- A. The layout and currency format of the recommendation
- B. The language of the recommendation
- C. The image of the product used for the recommendation
- D. The product catalog fields you want to display in the recommendation

Answer: A,D

Explanation:

The Email Widget Editor in SAP Emarsys (part of Predict) allows configuration of recommendation widgets:

- * Option A:Correct. You can adjust the layout (e.g., grid, list) and currency format for displayed prices.
- * Option D:Correct. You can select which product catalog fields (e.g., title, price) to display.
- * Option B:Incorrect. Product images are pulled from the catalog, not configured in the editor.
- * Option C:Incorrect. Language is set at the campaign level, not in the widget editor.The SAP Emarsys Help Portal under "Predict Recommendations" details these options.References:SAP Emarsys Help Portal - "Predict Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 67

How many domains can you set up in Web Channel if they are all using the same Merchant ID?

- A. One
- B. Two
- C. Unlimited
- D. Up to 10

Answer: C

Explanation:

In SAP Emarsys Web Channel, domains are configured to deliver personalized content:

- * Option C (Unlimited):Correct. You can set up multiple domains under the same Merchant ID, with no explicit limit, as long as they are properly configured and verified (e.g., via DNS settings). This allows a single account to manage Web Channel campaigns across various websites.
- * Option A:Incorrect. There's no restriction to 10 domains in the documentation.
- * Option B:Incorrect. Limiting to one domain would restrict multi-site use cases.
- * Option D:Incorrect. Two is not a specified limit; it's arbitrarily low.The SAP Emarsys Help Portal under "Web Channel Setup" confirms no fixed domain limit per Merchant ID.References:SAP Emarsys Help Portal - "Web Channel" (<https://help.emarsys.com/>).

NEW QUESTION # 68

You want reply mail to be sent to an external, monitored inbox on one of your own servers. How can you do this? Note: There are 2 correct answers to this question.

- A. Configure the SAP Emarsys Reply Management feature to forward replies.
- B. Configure the SAP Emarsys MX DNS record and create your own MX record in parallel.
- C. Configure the SAP Emarsys MX DNS record in your template footer to forward replies.
- D. Configure the SAP Emarsys MX DNS record by adding your own server domain.

Answer: A,B

Explanation:

To route reply mail to an external inbox in SAP Emarsys:

- * Option B:Correct. The Reply Management feature allows configuration to forward replies to a specified external inbox.
- * Option D:Correct. Configuring the Emarsys MX DNS record alongside your own MX record ensures replies are routed to your server while maintaining Emarsys email functionality.
- * Option A:Incorrect. The template footer doesn't control MX records or reply routing.
- * Option C:Incorrect. Adding your domain to the Emarsys MX record alone doesn't suffice without parallel configuration.The SAP Emarsys Help Portal under "Reply Management" and "DNS Configuration" details these options.References:SAP Emarsys Help Portal - "Reply Management" (<https://help.emarsys.com/>).

NEW QUESTION # 69

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.

- A. Automated creation of Interactions programs for Shopify events
- B. Automated installation of the Web Recommender template in your Web shop
- C. Automated installation of the Web Extend data collection scripts on your Shopify themes
- D. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement

Answer: C,D

Explanation:

The Shopify plug-in for SAP Emarsys supports:

- * Option B:Correct. It automatically triggers Shopify events (e.g., purchases) as external events in Emarsys.
- * Option D:Correct. It installs Web Extend scripts for data collection on Shopify themes.
- * Option A:Incorrect. Web Recommender templates require manual setup, not automated.
- * Option C:Incorrect. Interactions programs need manual configuration, not auto-created.The SAP Emarsys Help Portal under "Shopify Integration" confirms these features.References:SAP Emarsys Help Portal - "Shopify Integration" (<https://help.emarsys.com/>).

NEW QUESTION # 70

You need to update some existing contact records using the SAP Emarsys Customer Engagement API. Which HTTP method should be used when calling the API?

- A. DELETE
- B. POST
- **C. PUT**
- D. GET

Answer: C

Explanation:

For updating contacts via the SAP Emarsys API:

- * Option C (PUT):Correct. The PUT method is used to update existing contact records by specifying the contact ID and new data.
- * Option A:Incorrect. POST is for creating new resources, not updating existing ones.
- * Option B:Incorrect. DELETE removes contacts, not updates them.
- * Option D:Incorrect. GET retrieves data, not modifies it.The SAP Emarsys API Documentation under "Contact Endpoints" specifies PUT for updates.References:SAP Emarsys API Documentation - "Contact API" (<https://dev.emarsys.com/>).

NEW QUESTION # 71

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