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# SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q46-Q51):

#### **NEW QUESTION #46**

SAP Emarsys has four types of block lists. Under which list do notorious complainers fall?

- A. Robinson
- B. Complaints
- C. Internal
- D. Global Suppression

# Answer: B

#### Explanation:

SAP Emarsys maintains four block list types to manage contact exclusions:

\* Option D (Complaints):Correct. Notorious complainers-contacts who frequently mark emails as spam or complain-are added to

the Complaints block list to prevent further sends and protect sender reputation.

- \* Option A (Internal):Incorrect. Internal block lists are for manual exclusions (e.g., employees), not complainers.
- \* Option B (Robinson):Incorrect. The Robinson list is for contacts who have opted out via a third-party list, not specifically complainers.
- \* Option C (Global Suppression):Incorrect. Global Suppression is a broader list for legal or compliance- based exclusions, not complaint-specific. The SAP Emarsys Help Portal under "Block Lists" identifies the Complaints list for this purpose. References:SAP Emarsys Help Portal "Block Lists" (https://help. emarsys.com/).

# **NEW QUESTION #47**

You want to provide an omnichannel experience to your customers by extending your webshop personalization experience to another channel. Which channel requires external ID?

- A. SMS
- B. Mobile Engage
- C. Web Channel
- D. Digital Ads

#### Answer: B

# Explanation:

For omnichannel personalization extending from Web Channel:

- \* Option B (Mobile Engage):Correct. Mobile Engage requires an external ID to link mobile app users to webshop contacts for consistent personalization.
- \* Option A:Incorrect. Digital Ads uses segments, not external IDs directly.
- \* Option C:Incorrect. SMS uses phone numbers, not external IDs.
- \* Option D:Incorrect. Web Channel itself uses external IDs but isn't an extension target here. The SAP Emarsys Help Portal under "Mobile Engage" specifies external ID for contact matching, References:

SAP Emarsys Help Portal - "Mobile Engage" (https://help.emarsys.com/).

To extend your webshop personalization experience to another channel and provide an omnichannel experience to your customers, it's essential to understand how Emarsys identifies contacts across different channels. Emarsys offers two primary methods for explicit contact identification:

- $\ast$  Email Address: This method uses the visitor's email address for identification.help.emarsys.com+1help. emarsys.com+1
- \* External ID: This method utilizes a unique customer ID or user ID that your website uses to identify registered users. It's crucial to use the same identification method consistently across all platforms, including your website and mobile applications, to ensure a seamless personalization experience.help.emarsys.com Channel Analysis:
- \* A. Digital Ads: This channel typically uses cookies and other tracking mechanisms for user identification and does not require an external ID.
- \* B. Mobile Engage: For mobile applications, Emarsys requires the use of an external ID to identify users. This ensures that the personalization experience is consistent across both your website and mobile app. Therefore, to extend your webshop personalization to your mobile app, you should use an external ID as the identifier. help.emarsys.com
- \* C. SMS: This channel primarily uses phone numbers for contact identification and does not require an external ID.
- \* D. Web Channel: For website interactions, Emarsys can use either the email address or an external ID for contact identification.help.emarsys.com Summary:To provide an omnichannel experience by extending your webshop personalization to another channel,Mobile Engagerequires the use of an external ID for contact identification. This ensures consistent and personalized interactions with your customers across both web and mobile platforms.

# **NEW QUESTION #48**

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?

- A. Management > Smart Insight Settings
- B. Analytics > Customer Lifecycle
- C. Contacts > Combined Segments
- D. Analytics > Revenue Analytics

#### Answer: B

#### Explanation:

To create a segment of low spenders for a lifecycle program, you need a tool that provides both a visual breakdown of buyer status (e.g., spending behavior) and segmentation capabilities:

- \* Option C (Analytics > Customer Lifecycle):Correct. The Customer Lifecycle dashboard in SAP Emarsys provides a visual overview of buyer statuses (e.g., first-time, repeat, low spenders) based on purchase data from Smart Insight. It also allows you to create segments directly from this view.
- \* Option A:Incorrect. Smart Insight Settings is for configuring data feeds, not for visualizing or creating segments.
- \* Option B:Incorrect, Combined Segments is for building segments but lacks the visual buyer status breakdown.
- \* Option D:Incorrect. Revenue Analytics shows revenue trends, not detailed buyer status visuals or direct segment creation. The SAP Emarsys Help Portal under "Customer Lifecycle" confirms this functionality. References: SAP Emarsys Help Portal "Customer Lifecycle" (https://help.emarsys.com/).

#### **NEW QUESTION #49**

For "Back in stock" programs, what values must be set to ensure that contacts are only notified if at least a specified quantity is available? Note: There are 2 correct answers to this question.

- A. Back in stock threshold
- B. Quantity
- C. Stock amount
- D. Availability

# Answer: A,C

#### Explanation:

In "Back in Stock" programs in SAP Emarsys:

- \* Option A (Back in stock threshold):Correct. This setting defines the minimum stock level required before triggering notifications, ensuring contacts are only notified when sufficient quantity is available.
- \* Option B (Stock amount): Correct. The stock amount in the product catalog must be updated and compared against the threshold to determine notification eligibility.
- \* Option C:Incorrect. "Availability" is a status (e.g., in stock), not a quantity-specific setting.
- \* Option D:Incorrect. "Quantity" is not a distinct field in this context; it's covered by stock amount. The SAP Emarsys Help Portal under "Back in Stock Programs" confirms these settings. References: SAP Emarsys Help Portal "Automation Center Back in Stock" (https://help.emarsys.com/).

# **NEW QUESTION # 50**

Which of the following describe Automation programs? Note: There are 2 correct answers to this question.

- A. Automation Center should be used to create recurring lifecycle campaigns.
- B. Both Automation Center and Interactions share the same entry points.
- C. Interactions should be used for programs that react to a customer action.
- D. Automation Center always ignores the opt-in status for emails.

# Answer: A,C

#### Explanation:

Automation programs in SAP Emarsys are managed via the Automation Center and Interactions:

- \* Option A:Correct. Interactions are designed for real-time, event-driven programs reacting to customer actions (e.g., abandoned cart), distinct from scheduled Automation Center programs.
- \* Option C:Correct. The Automation Center is ideal for recurring lifecycle campaigns (e.g., welcome series, re-engagement), offering scheduled and structured workflows.
- \* Option B:Incorrect. Automation Center and Interactions have different entry points; Automation Center uses segments or events, while Interactions rely on real-time triggers.
- \* Option D:Incorrect. Automation Center respects opt-in status unless explicitly overridden, ensuring compliance with marketing preferences. The SAP Emarsys Help Portal under "Automation Center" and
- "Interactions" clarifies these distinctions. References: SAP Emarsys Help Portal "Automation Center" and "Interactions" (https://help.emarsys.com/).

#### **NEW QUESTION #51**

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