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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q13-Q18):

NEW QUESTION # 13

What are some of the ways bounces can be caused? Note: There are 2 correct answers to this question.

- A. A soft bounce can result from a recipient putting the sender on their personal spam list.
- B. A hard bounce can result from an email rejected by the recipient's server firewall.
- C. A soft bounce can result from a temporary server breakdown.
- D. A hard bounce can result from an email address that does not exist.

Answer: C,D

Explanation:

Email bounces in SAP Emarsys are categorized as soft or hard:

- * Option B:Correct. A soft bounce occurs due to temporary issues, such as a server breakdown or full inbox.
- * Option D:Correct. A hard bounce occurs when an email address doesn't exist, indicating a permanent delivery failure.
- * Option A:Incorrect. Marking as spam typically results in a complaint, not a soft bounce.
- * Option C:Incorrect. Firewall rejection might cause a soft bounce, not a hard one, depending on the reason.The SAP Emarsys Help Portal under "Email Delivery" explains bounce types and causes.

References:SAP Emarsys Help Portal - "Email Delivery" (<https://help.emarsys.com/>).

NEW QUESTION # 14

Below are some example use cases that you would like to implement in SAP Emarsys. Which options are using triggered email?

Note: There are 3 correct answers to this question.

- A. Send a win-back email for defecting customers.
- B. Send a marketing email on a contact's birthday.
- C. Send a confirmation email after a contact's purchase.
- D. Send account details to registered contacts.
- E. Send a delivery status update email upon status change.

Answer: C,D,E

Explanation:

In SAP Emarsys,triggered emailsare automated messages sent in response to specific actions or eventsinitiated by contacts. These emails are essential for delivering timely and relevant information based on user interactions.

Correct Options:

A: Send a confirmation email after a contact's purchase.This is a classic example of atransactional email, a subset of triggered emails. Such emails provide essential information about a recent transaction, ensuring customers have immediate confirmation and details of their purchase.

C: Send a delivery status update email upon status change.These emails notify customers about changes in their order's delivery status, such as shipping confirmations or delays. They are triggered by specific events in the order fulfillment process, keeping customers informed in real-time. help.emarsys.com D: Send account details to registered contacts.Upon successful registration, sending account details or welcome information is a common practice. This triggered email ensures that new users receive necessary information about their account promptly.

Incorrect Options:

B: Send a marketing email on a contact's birthday.While sending birthday emails is a common marketing strategy, they are typically scheduled based on date and time rather than being triggered by a specific user action. Therefore, they are not considered triggered emails.

E: Send a win-back email for defecting customers.Win-back emails aim to re-engage customers who haven't interacted with the brand for a certain period. These are usually part of a re-engagement campaign and are not triggered by a specific user action but rather by a lack of activity over time.

Understanding these distinctions ensures that automated email strategies are effectively aligned with user behaviors and business objectives.

NEW QUESTION # 15

Which of the following describes new API users? Note: There are 2 correct answers to this question.

- A. All user roles can create a new API user.
- B. For new API users, the required endpoint operations must be activated one by one.
- C. For new API users, all permissions are enabled by default.
- D. A secret key is only available when a new API user is created.

Answer: B,D

Explanation:

Creating new API users in SAP Emarsys involves:

- * Option B:Correct. The secret key is generated and displayed only during API user creation; it cannot be retrieved later, requiring secure storage.
- * Option D:Correct. Permissions for endpoint operations (e.g., contact.create) must be explicitly activated for each new API user, not enabled by default.
- * Option A:Incorrect. Permissions are not all enabled by default; they are selected manually.
- * Option C:Incorrect. Only Account Owners or users with specific privileges can create API users, not all roles.The SAP Emarsys API Documentation under "API Users" verifies these details.References:
SAP Emarsys API Documentation - "API Users" (<https://dev.emarsys.com/>).

NEW QUESTION # 16

Where can you check the average purchase details of an individual contact?

- **A. Unified Customer Profile**
- B. Customer Lifecycle
- C. Contact Analytics
- D. Predict Data Sources

Answer: A

Explanation:

To view average purchase details for a contact:

- * Option D (Unified Customer Profile):Correct. This provides a detailed view of an individual contact, including average purchase metrics from Smart Insight data.
- * Option A:Incorrect. Predict Data Sources manages product feeds, not contact purchases.
- * Option B:Incorrect. Contact Analytics is aggregate, not individual-focused.
- * Option C:Incorrect. Customer Lifecycle shows trends, not specific averages per contact.The SAP Emarsys Help Portal under "Unified Customer Profile" confirms this feature.References:SAP Emarsys Help Portal - "Unified Customer Profile" (<https://help.emarsys.com/>).

NEW QUESTION # 17

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct answers to this question.

- **A. Use an SAP Emarsys Customer Engagement internal ID.**
- **B. Use an external ID.**
- **C. Use email address.**
- D. Use phone number.
- E. Use first name and last name.

Answer: A,B,C

Explanation:

For unique contact identification in SAP Emarsys:

- * Option A:Correct. Email address is a primary unique identifier, widely used.
- * Option C:Correct. External ID (e.g., CRM ID) is recommended for integration and uniqueness.
- * Option D:Correct. Emarsys internal ID ensures uniqueness within the platform.
- * Option B:Incorrect. Phone numbers can change or be non-unique (e.g., shared).
- * Option E:Incorrect. First and last names are not unique identifiers.The SAP Emarsys Help Portal under "Contact Management" recommends these identifiers.References:SAP Emarsys Help Portal - "Contact Management" (<https://help.emarsys.com/>).

NEW QUESTION # 18

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