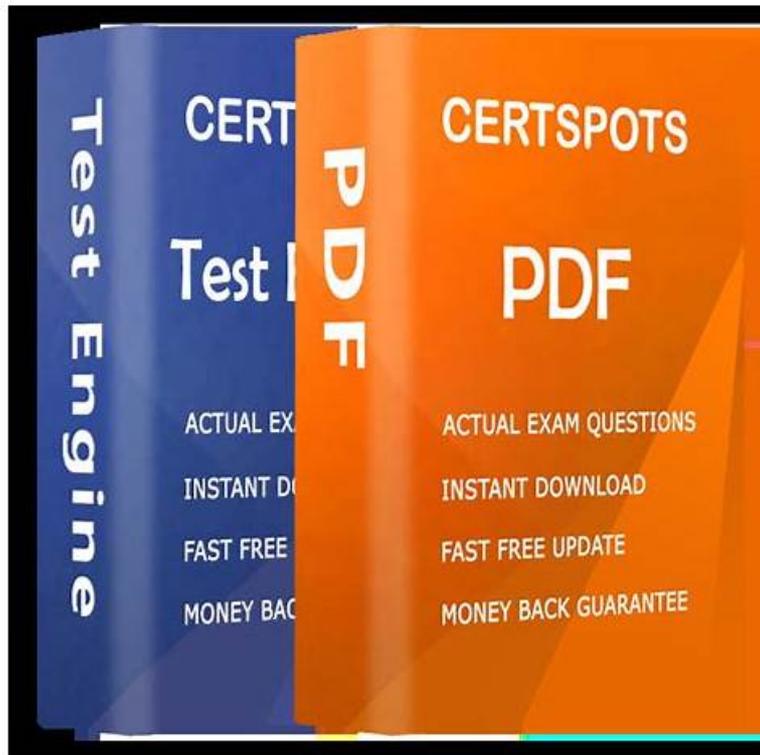


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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q55-Q60):

NEW QUESTION # 55

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

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

Answer: B,D

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 # 56

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

Answer: A

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 # 57

You want to collect data from contacts using forms. Which forms does SAP Emarsys Customer Engagement offer? Note: There are 3 correct answers to this question.

- **A. Change Profile**
- **B. General Registration**
- C. Consent Management
- D. Background Registration
- **E. Newsletter Registration**

Answer: A,B,E

Explanation:

SAP Emarsys provides several form types to collect contact data:

- * Option A (General Registration):Correct. This form is used for new contact sign-ups, collecting basic information like email or name.

- * Option B (Newsletter Registration):Correct. Specifically designed for subscribing contacts to newsletters, often with opt-in options.
- * Option C (Change Profile):Correct. Allows contacts to update their existing profile data (e.g., preferences, contact details).
- * Option D:Incorrect. "Background Registration" is not a recognized form type in Emarsys documentation.
- * Option E:Incorrect. While consent management is a feature, it's not a distinct form type; it's integrated into other forms like Newsletter Registration. The SAP Emarsys Help Portal under "Forms" lists General Registration, Newsletter Registration, and Change Profile as standard options.References:SAP Emarsys Help Portal - "Forms" (<https://help.emarsys.com>).

NEW QUESTION # 58

You want to see an engagement summary for Mobile Engage Push and SMS channels for a given month. Where can you find this report in Analytics?

- **A. Campaign Analytics**
- B. Revenue Analytics
- C. Value Measurement
- D. Strategic Dashboard

Answer: A

Explanation:

To view an engagement summary for Mobile Engage Push and SMS channels:

- * Option B (Campaign Analytics):Correct. Campaign Analytics provides detailed engagement metrics (e.g., sends, opens, clicks) for specific channels like Mobile Engage Push and SMS over a selected time period, such as a month.
- * Option A:Incorrect. Revenue Analytics focuses on revenue attribution, not channel engagement.
- * Option C:Incorrect. Value Measurement is for ROI and business value, not detailed engagement summaries.
- * Option D:Incorrect. Strategic Dashboard offers high-level KPIs, not channel-specific engagement details. The SAP Emarsys Help Portal under "Campaign Analytics" confirms this.References:SAP Emarsys Help Portal - "Campaign Analytics" (<https://help.emarsys.com>).

NEW QUESTION # 59

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

- A. Your API credentials are incorrect.
- **B. There is an error in the information provided that needs correcting.**
- C. It indicates the call was successful.
- D. An internal issue occurred and you should try again.

Answer: B

Explanation:

HTTP response codes in SAP Emarsys API indicate call status:

- * Option A:Correct. A 400 Bad Request means the request contains invalid data (e.g., syntax error, missing parameters) that needs correction.
- * Option B:Incorrect. Internal issues return a 500-series code, not 400.
- * Option C:Incorrect. Incorrect credentials typically return a 401 Unauthorized, not 400.
- * Option D:Incorrect. Success is a 200 OK, not 400. The SAP Emarsys API Documentation defines 400 as a client-side error.References:SAP Emarsys API Documentation - "Response Codes" (<https://dev.emarsys.com>).

NEW QUESTION # 60

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