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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q11-Q16):

NEW QUESTION # 11

Which of the following attributes can be used for Smart Insight filtering? Note: There are 3 correct answers to this question.

- A. Email campaign name - You can filter contacts based on the campaign's name in Emarsys.
- B. Expired Coupon - You can filter for users whose coupon has expired.
- C. Attribution channel - You can filter by the channel responsible for the purchase (currently email, In- app, and Push campaigns).
- D. Price amount - You can filter orders based on a price range for items purchased in those orders.
- E. External ID - you can filter contacts by this ID if you use an external ID to identify your customers, products, or stores.

Answer: A,C,D

Explanation:

Smart Insight filtering in SAP Emarsys includes:

- * Option A:Correct. Attribution channel (e.g., email, push) is a filter for purchase sources.
- * Option C:Correct. Email campaign name allows filtering by specific campaigns.
- * Option D:Correct. Price amount enables filtering by order value ranges.
- * Option B:Incorrect. Expired Coupon is not a standard Smart Insight filter.
- * Option E:Incorrect. External ID filters contacts, not Smart Insight purchase data directly. The SAP Emarsys Help Portal under "Smart Insight" lists these filters. References:SAP Emarsys Help Portal - "Smart Insight" (<https://help.emarsys.com>).

NEW QUESTION # 12

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

- A. First Touch > Attribution window 366 days > Touchpoint email open
- B. First Touch > Attribution window 365 days > Touchpoint Mobile Engage Push open
- C. Last Touch > Attribution window 9 days > Touchpoint email click
- D. First Touch > Attribution window 7 days > Touchpoint Web Channel click

Answer: C,D

Explanation:

Revenue tracking in SAP Emarsys uses attribution models:

- * Option B:Correct. Last Touch with a 9-day window and email click touchpoint is a valid setup for attributing revenue to a specific interaction.
- * Option D:Correct. First Touch with a 7-day window and Web Channel click is a standard method for tracking revenue from web interactions.
- * Option A:Incorrect. A 365-day window exceeds the typical maximum attribution window (90 days) in Emarsys.
- * Option C:Incorrect. Similarly, 366 days is beyond the supported attribution window limit. The SAP Emarsys Help Portal under "Revenue Attribution" specifies supported windows (up to 90 days) and touchpoints. References:SAP Emarsys Help Portal - "Revenue Attribution" (<https://help.emarsys.com>).

NEW QUESTION # 13

The Predict Dashboard displays content for which of the following? Note: There are 2 correct answers to this question.

- A. Live events
- B. Health status of data sources
- C. Site traffic reports
- D. Revenue contribution

Answer: B,D

Explanation:

The Predict Dashboard in SAP Emarsys focuses on AI-driven personalization and recommendation insights:

- * Option B (Revenue contribution):Correct. It shows how Predict recommendations contribute to revenue, a key metric for assessing effectiveness.
- * Option C (Health status of data sources):Correct. It monitors the health and quality of data feeds (e.g., product catalogs) powering recommendations.

- * Option A:Incorrect. Site traffic reports are not part of the Predict Dashboard; they're more aligned with Web Channel or external analytics tools.
- * Option D:Incorrect. Live events are tracked elsewhere (e.g., Automation Center), not in the Predict Dashboard. The SAP Emarsys Help Portal under "Predict Dashboard" verifies these features. References: SAP Emarsys Help Portal - "Predict Dashboard" (<https://help.emarsys.com/>).

NEW QUESTION # 14

How does the IP access control functionality work?

- A. 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.
- B. **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.**
- 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 using the registered phone number only. All other IPs are fully restricted.

Answer: B

Explanation:

IP access control in SAP Emarsys enhances security:

- * Option B:Correct. Users from allowlisted IPs can log in with username and password, while others require two-step authentication (e.g., via email or SMS) for added verification.
- * Option A:Incorrect. Phone number login isn't a feature; it's username/password-based.
- * Option C:Incorrect. It misrepresents the authentication process for non-allowlisted IPs.
- * Option D:Incorrect. Non-allowlisted IPs aren't fully restricted; they require 2FA. The SAP Emarsys Help Portal under "Security Settings" describes this IP control logic. References: SAP Emarsys Help Portal - "Security Settings" (<https://help.emarsys.com/>).

NEW QUESTION # 15

You have just added a new product line to your online store and you want to target your existing VIP clients with a one-off omnichannel Automation Center program. Which entry node do you use?

- A. **Target segment**
- B. Channel Engagement
- C. External event
- D. Entry from program

Answer: A

Explanation:

For a one-off omnichannel program targeting VIP clients in the Automation Center:

- * Option A (Target segment):Correct. A segment of VIP clients (e.g., based on purchase history) is used as the entry node for a one-time campaign across channels.
- * Option B:Incorrect. Channel Engagement is not an entry node; it's a metric or condition, not a starting point.
- * Option C:Incorrect. Entry from program is for linking programs, not a one-off entry.
- * Option D:Incorrect. External event is for real-time triggers (e.g., API calls), not a static segment. The SAP Emarsys Help Portal under "Automation Center" confirms Target Segment for one-off campaigns.

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

NEW QUESTION # 16

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