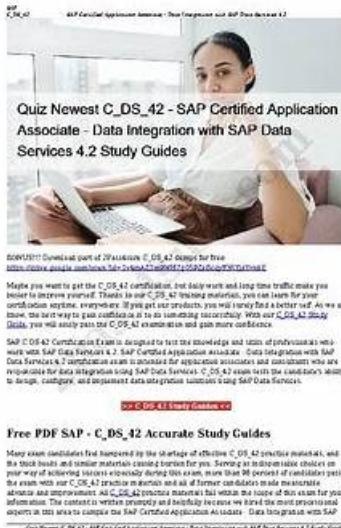


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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q66-Q71):

NEW QUESTION # 66

You want to set up a Web Push campaign including notifications to user groups across multiple browsers. Which of the following apply to Web Push messages? Note: There are 2 correct answers to this question.

- A. Time to Live (TTL) can be a maximum of 7 days.
- B. Recipient source must be one of the following: Automation/Using a segment/Using a contact list.
- C. Banner images are supported across all browsers and operating systems.
- D. Multiple languages are supported across all browsers and operating systems.

Answer: A,B

Explanation:

Web Push campaigns in SAP Emarsys have specific rules:

- * Option C:Correct. TTL can be set up to 7 days, defining how long a notification remains valid if the browser is offline.
- * Option D:Correct. Recipient sources for Web Push are Automation, segments, or contact lists, aligning with campaign setup options.
- * Option A:Incorrect. Banner images depend on browser support (e.g., Chrome supports them, but not all browsers do universally).
- * Option B:Incorrect. Language support varies by browser implementation, not guaranteed across all systems. The SAP Emarsys Help Portal under "Web Push" confirms TTL and recipient options.

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

NEW QUESTION # 67

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

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

Answer: A,C,E

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 # 68

You are creating personalization tokens that you can reuse across different channel campaigns. Which of the following token types are available? Note: There are 2 correct answers to this question.

- A. External Data
- B. Email Address
- C. Custom Data
- D. Contact Data

Answer: A,D

Explanation:

Personalization tokens in SAP Emarsys allow reusable data insertion across channels:

- * Option A (Contact Data):Correct. Tokens can pull from contact fields (e.g., first name, email), a core personalization type.
- * Option C (External Data):Correct. Tokens can use data from external sources (e.g., Relational Data or API feeds) for dynamic content.
- * Option B:Incorrect. "Email Address" is a specific field within Contact Data, not a distinct token type.
- * Option D:Incorrect. "Custom Data" is not a defined token type; custom fields fall under Contact Data or External Data. The SAP Emarsys Help Portal under "Personalization Tokens" lists Contact Data and External Data as key types. References:SAP Emarsys Help Portal - "Personalization Tokens" (<https://help.emarsys.com/>).

NEW QUESTION # 69

Which of the following problems can the Email Campaign Check identify? Note: There are 3 correct answers to this question.

- A. Throttling recommendations (campaign sending rate)
- B. Custom email footer (unsubscribe links)
- C. Image Domain Consistency (same parent domains)
- D. Image URLs (phishing links)
- E. Subscriber validation (active/inactive subscribers)

Answer: B,C,D

Explanation:

The Email Campaign Check in SAP Emarsys scans for issues before launch:

- * Option B:Correct. It checks if image domains align with the sender domain to avoid deliverability issues.
- * Option C:Correct. It flags suspicious image URLs that might indicate phishing risks.
- * Option E:Correct. It ensures the footer includes required elements like unsubscribe links for compliance.
- * Option A:Incorrect. Subscriber status is managed at the database level, not checked per campaign.
- * Option D:Incorrect. Throttling is a send-time setting, not part of the pre-launch check. The SAP Emarsys Help Portal under "Email Campaign Check" lists these checks. References:SAP Emarsys Help Portal - "Email Campaign Check" (<https://help.emarsys.com/>).

NEW QUESTION # 70

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

Answer: C,D

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 # 71

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