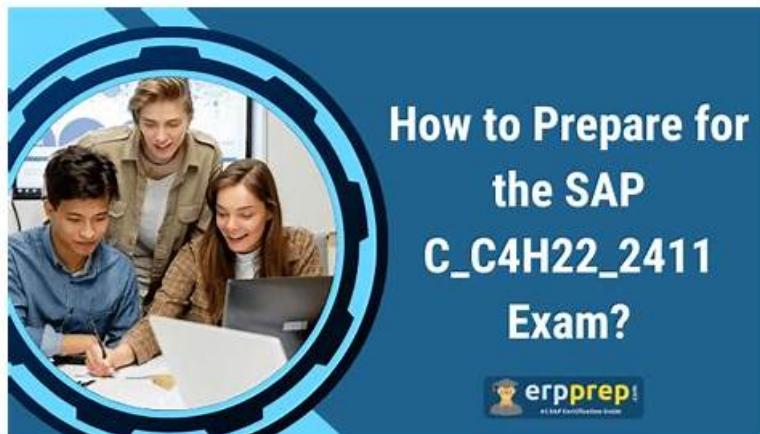


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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q28-Q33):

NEW QUESTION # 28

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

Answer: A,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 # 29

You created link categories under Management > Link Categories. Where can you utilize them? Note: There are 2 correct answers to this question.

- A. Contacts > Segments
- B. VCE Email Editor > Predict Mail Category widget
- C. Analytics > Trends
- D. Main Dashboard > Email Results widget

Answer: A,C

Explanation:

In SAP Emarsys, link categories are utilized to segment recipients based on their interactions with specific types of links. After creating link categories under Management > Link Categories, you can assign them to links within your email content. This categorization allows for more targeted analysis and segmentation.

Utilization in Contacts > Segments: Within the Contacts > Segments section, you can filter contacts based on their engagement with links from specific categories. This enables the creation of segments that reflect user behavior related to particular link types, enhancing targeted marketing efforts.

Utilization in Analytics > Trends: In the Analytics > Trends area, link categories help analyze trends in user interactions with different link types over time. This analysis provides insights into the effectiveness of various link categories, informing future content strategies.

While the Main Dashboard's Email Results widget provides an overview of email performance, it doesn't specifically utilize link categories. Similarly, the VCE Email Editor's Predict Mail Category widget focuses on predictive content recommendations and isn't directly related to link categories.

NEW QUESTION # 30

You are tasked with setting up a new product feed for SAP Emarsys. What rules should you follow to ensure the product feed is accepted in Predict Data Sources? Note: There are 2 correct answers to this question.

- A. Include the field names in the first row.
- B. Leave fields empty when they do not have a value.
- C. Use a pipe to separate fields.
- D. Use ASCII encoding.

Answer: A,B

Explanation:

For a product feed in Predict Data Sources:

* Option A:Correct. Empty fields should be left blank (not null or placeholder) to avoid processing errors.

* Option C:Correct. The first row must contain field names (e.g., item_id, title) for proper mapping.

* Option B:Incorrect. UTF-8 is the recommended encoding, not ASCII, to support international characters.

* Option D:Incorrect. Commas are the default separator for CSV feeds; pipes are not standard unless specified. The SAP Emarsys Help Portal under "Predict Data Sources" outlines these rules. References:

SAP Emarsys Help Portal - "Predict Data Sources" (<https://help.emarsys.com/>).

NEW QUESTION # 31

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct answers to this question.

- A. The product catalog fields you want to display in the recommendation

- B. The layout and currency format of the recommendation
- C. The language of the recommendation
- D. The image of the product used for the recommendation

Answer: A,B

Explanation:

The Email Widget Editor in SAP Emarsys (part of Predict) allows configuration of recommendation widgets:

- * Option A:Correct. You can adjust the layout (e.g., grid, list) and currency format for displayed prices.
- * Option D:Correct. You can select which product catalog fields (e.g., title, price) to display.
- * Option B:Incorrect. Product images are pulled from the catalog, not configured in the editor.
- * Option C:Incorrect. Language is set at the campaign level, not in the widget editor. The SAP Emarsys Help Portal under "Predict Recommendations" details these options. References:SAP Emarsys Help Portal - "Predict Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 32

How does contact duplication work in SAP Emarsys? Note: There are 2 correct answers to this question.

- A. It runs every hour, checking against the full database.
- B. Contacts with the same unique identifier are merged automatically on import.
- C. It runs every time a new contact is about to be imported.
- D. Contacts with identical first name and last name are merged automatically.

Answer: B,C

NEW QUESTION # 33

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