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SAP C_C4H22_2601

SAP Certified - Implementation Consultant - SAP Emarsys



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Product Version

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Latest Version: 4.0

Question: 1

Which SAP Emarsys page can be customized?
Choose the correct answer.

- A. Automation Programs
- B. Emarsys Home
- C. Data Import

Answer: B

Question: 2

SAP Emarsys only allows the use of contact data for segment creation.
Choose the correct answer.

- A. True
- B. False

Answer: B

Question: 3

Select the key features of SAP Emarsys.
There are four correct answers.

- A. Automations
- B. Newsfeed
- C. Segmentation
- D. Personalization
- E. Movie Streaming
- F. Calendar Event Creation
- G. Campaign Creation

Answer: A,C,D,G

Question: 4

You can manage duplicate contacts on the Contact Lists overview page.
Choose the correct answer.

- A. True
- B. False

Answer: B

Question: 5

For single and multiple choice fields, you need to match the values in your file with those used in the SAP Emarsys.
Choose the correct answer.

- A. True
- B. False

Answer: A

Question: 6

Which field is NOT a System field?
Choose the correct answer.

- A. First Name
- B. Email
- C. Membership ID
- D. Salutation

Answer: C

Question: 7

What is essential when importing .csv files manually?
There are two correct answers.

- A. All fields and values for single or multiple choice fields are defined in your file and created in the Field Editor in advance.
- B. Your .csv file can't contain opt-in data.
- C. Choose the correct unique identifier to avoid contact duplication.
- D. The given file name determines the purpose of your email campaign (e.g., Birthday .csv).

Answer: A,C

Question: 8

You want to look for contacts who have provided you with their full names. For this scenario, which option is correct?

Choose the correct answer.

- A. First name AND Last name is not empty
- B. First name OR Last name is not empty
- C. First name AND Email is not empty

Answer: A

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