SAP
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SAP Certified - Implementation Consultant - SAP Emarsys

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Question: 1

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

A. True
B. False

Answer: B

Explanation:
• SAP Emarsys allows segmentation based on both contact data and behavioral data (like email interactions, purchase history, website activity).
• Segments are not limited to contact data only.

Question: 2

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

Explanation:
• Automations – Automate customer journeys and campaigns.
• Segmentation – Create dynamic or static segments based on customer data.
• Personalization – Customize content for individual contacts.
• Campaign Creation – Build and execute marketing campaigns.

Question: 3

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

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

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Answer: B

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Explanation:
• Emarsys Home dashboard can be customized with widgets, shortcuts, and relevant information for the user.
• Automation Programs and Data Import are functional modules, not customizable pages.

Question: 4

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

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Answer: A

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Explanation:
• When importing data, the values in your file for single or multiple choice fields must match the predefined values in SAP Emarsys.
• This ensures proper mapping and avoids import errors.

Question: 5

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

A. True
B. False

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Answer: B

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Explanation:
• Duplicate contact management is not done on the Contact Lists overview page.
• Deduplication and unique identifier handling occur during import or via contact management tools.

Question: 6

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

Explanation:
• All fields must exist in Emarsys before importing.
• Selecting a unique identifier (like Email or Membership ID) ensures no duplicate contacts are created.

Question: 7

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

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

Answer: C

Explanation:
• System fields in Emarsys include: Email, First Name, Salutation.
• Membership ID is a custom field created by the user.

Question: 8

Select ALL the existing segment types that SAP Emarsys provides.
There are three correct answers.

A. Relational Segment
B. Web Behavior Segment
C. Favorite Contacts Segment
D. Automation Center Segment
E. Contact, Email Behavior, Geo, Smart Insight Segment

Answer: A,B,E

Question: 9

Conditions can be linked by the AND operator only.
Choose the correct answer.

A. True
B. False

Answer: B

Explanation:
Emarsys allows linking conditions using AND or OR operators when creating segments.

Question: 10

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

Explanation:
• To ensure a full name exists, both first name and last name must not be empty.
• Using OR would include contacts with only one name filled, which does not meet the requirement.

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