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Topic: 1
Unified Scenario Simulation
Elmmora Textiles: Standing Up SAP Emarsys for Personalized Customer Engagement
Business context
Company Background
Elmmora Textiles is a home-linens brand based in Maribor that sells bedding and towels through its online store and a handful of city showrooms. For years its marketing was a single weekly newsletter sent to one long list from a shared mailbox, with the same content for everyone. Sales have grown, the customer base is now varied, and leadership believes generic email is leaving money on the table. The company has purchased SAP Emarsys and formed a small marketing team to run it, but no one has operated a customer engagement platform before.
Why They Are Changing
Repeat buyers, first-time visitors, and lapsed customers all receive the identical message today, and unsubscribes have been climbing. The marketing lead wants each shopper to receive content shaped by what they browse and buy, and she wants email to work from the same view of the customer that the website and mobile channel will eventually use. She is clear that the point of adopting Emarsys is individualized, cross-channel engagement, not simply a nicer-looking newsletter.
The Data Situation
Customer records live in several places: the online store has purchase history, a spreadsheet holds newsletter subscribers, and the showroom loyalty scheme keeps its own list. The same person often appears in more than one source under slightly different spellings, and some records have only an email while others have only a mobile number. The team knows that before any clever personalization, it must get these contacts into Emarsys as clean, single records.
Early Ambitions
Leadership has asked for three visible wins in the first quarter: a genuinely personalized email, an automatic welcome message for new subscribers, and a clear read on whether the emails actually drive sales rather than just being opened. The team has capacity for a focused start and wants to avoid boiling the ocean. They would rather do a few things correctly on the platform than attempt every channel at once.
Skills and Constraints
The marketing team is capable but new to Emarsys concepts such as contacts, segments, templates, and automations. They are wary of manual weekly work because their old process was entirely manual and error-prone. They want to configure things once and let the platform keep them current. An external consultant has been engaged to advise on sound first steps and to make sure early choices do not have to be unpicked later.
What Success Looks Like
In the eyes of leadership, success in the first quarter is a small number of well-built foundations: contacts unified as single records, at least one email that adapts to the recipient, one automation running without daily intervention, and reporting that goes beyond open counts. You have been asked to guide the team through these foundational decisions so the platform is set up soundly from the start.
Your assignment
You are the SAP Emarsys implementation consultant advising Elmmora Textiles as it stands up the platform for the first time. Your task is advisory: for each challenge you weigh the options a new team faces and recommend the soundest approach for unifying contacts, building a personalized email,

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automating a welcome journey, and measuring whether campaigns drive sales. You are not clicking through the tool for them; you are reasoning toward guidance that will not have to be unpicked later

1. CHALLENGE 1 — Establishing the Unified Contact Foundation

• Recommend how the import should recognize when an incoming row is an existing contact rather than a new one.
• Advise on choosing a unique identifier as the match key.
• Explain why single, unified records matter for later personalization and suppression.

Checkpoints

o A unique key field drives contact matching on import.
o Duplicates are prevented at import rather than cleaned up afterward.
o The rationale is unified customer records, not merely tidy data.

2. CHALLENGE 2 — Designing the First Personalized Email

• Recommend how to keep branding consistent while letting content vary per send.
• Advise how the email should insert data specific to each contact.
• Explain why a reusable template beats copying an old file each week.

Checkpoints

o A reusable template locks shared layout and branding.
o Personalization inserts contact or product data per recipient.
o The approach avoids copying prior files that reintroduce errors.

3. CHALLENGE 3 — Automating the Welcome Journey

• Recommend the mechanism that reacts to a subscription and sends a timed welcome.
• Advise why this should be configured once rather than sent manually.
• Explain how the flow can wait and act only on the relevant contacts.

Checkpoints

o The welcome is an automation triggered by the subscribe event.
o It runs without daily manual intervention.
o It targets only new subscribers, not the whole list.

4. CHALLENGE 4 — Measuring Early Campaign Success

• Recommend which metrics show whether emails lead to action and revenue.
• Advise why opens alone are an insufficient measure of success.
• Explain what the team learns from click-through and conversion.

Checkpoints

o Success is judged on click-through and conversion, not opens alone.
o Opens are recognized as interest, not outcome.
o Reporting connects email activity to purchases.

Question: 1

CHALLENGE 1 — Establishing the Unified Contact Foundation

Elmmora's records hold the same shopper several times under slightly different spellings. As the import is set up, what best prevents duplicate contacts?

A. Designate a unique identifier such as email as the match key so matching rows update the existing contact.
B. Load every row from every source as a brand new contact and then have staff manually search for and remove the duplicate people they can find later on.
C. Alphabetize each source file before loading so that similar names happen to sit next to each other.

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D. Import only the online-store list and simply ignore the newsletter and loyalty sources entirely.

Answer: A

Explanation:
A unique key lets the import recognize an existing contact and update it, which is how duplicates are prevented at load time.

Question: 2

CHALLENGE 1 — Establishing the Unified Contact Foundation
Why does leadership's goal of personalization depend on contacts being unified as single records first?

A. Because the platform physically cannot store more than one email address for any given individual person under any circumstances at all.
B. Personalization and suppression rely on one complete record per person, so scattered duplicates would misfire.
C. Because unified records make the weekly newsletter file smaller and therefore quicker to send.
D. Because personalization is impossible unless every contact has a mobile number on file.

Answer: B

Explanation:
A single unified record is what lets Emarsys personalize and suppress correctly; duplicates split history and break both.

Question: 3

CHALLENGE 2 — Designing the First Personalized Email
Elmmora wants consistent branding across emails while still varying the content each send. What should you recommend?

A. A shared folder of previous emails that each marketer copies and edits for the next campaign exactly as the team has always done in the past.
B. A written brand guideline that marketers are asked to read before building each email by hand.
C. A reusable template that fixes layout and branding while exposing editable content areas per send.
D. A rule that only one person may ever build an email, to keep the look consistent.

Answer: C

Explanation:
A template locks the shared frame and styling yet leaves defined blocks editable, giving consistency with per-send flexibility.

Question: 4

CHALLENGE 2 — Designing the First Personalized Email
Beyond a consistent frame, how should the email adapt to each individual recipient?

A. Send several completely separate hand-built emails, one for every possible customer type the team can think of, and choose between them manually each week.
B. Add more images to the single newsletter so it looks more appealing to everyone.
C. Change the subject line weekly but keep the body identical for the whole list.
D. Insert personalization that pulls each contact's relevant data, such as name or recently viewed products.

Answer: D

Explanation:
Personalization tokens/blocks insert data specific to each contact, which is what makes the email individualized.

Question: 5

CHALLENGE 3 — Automating the Welcome Journey
Elmmora wants new subscribers greeted automatically the moment they sign up. Which approach fits?

A. An automation program triggered by the subscription event that sends a timed welcome.
B. A staff member who watches for new subscribers throughout the day and writes each of them a personal welcome email by hand whenever one appears in the list.
C. A single broadcast to the whole list every morning that happens to include a welcome line.
D. A monthly export of new subscribers who then receive one generic message.

Answer: A

Explanation:
An automation reacts to the subscribe trigger and delivers the welcome without manual effort, matching the requirement.
Topic: 2
Micro Skill Drill Exam

Question: 6

Tarnmora Textiles, a home-linens brand in Ljubljana, is adopting SAP Emarsys to run its marketing after years of sending the same weekly newsletter to everyone from a generic mailbox. The new marketing lead wants each shopper to receive content that reflects what they browse and buy, and she wants channels such as email, web and mobile to work from one shared view of the customer rather than separate address books. Her team keeps asking what the platform is fundamentally built to do before they commit to a rollout plan. She needs a plain statement of the core purpose so the team stops picturing Emarsys as merely a bulk email tool and starts planning around individualized, cross-channel engagement driven by unified customer data.

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How should the marketing lead best describe the core purpose of SAP Emarsys to her team?

A. An omnichannel customer engagement platform that unifies contact data to deliver personalized, individualized interactions across channels.
B. A bulk email sending tool whose main job is simply to deliver one identical newsletter to the entire subscriber list at once, with no attempt to reflect what any individual shopper browsed or bought.
C. A web analytics product whose primary role is counting page views and reporting site traffic trends.
D. An accounting system that reconciles marketing invoices and tracks campaign spend against budget lines.

Answer: A

Explanation:
Emarsys unifies customer data and orchestrates personalized engagement across email, web and mobile, which is exactly the individualized cross-channel outcome she wants.

Question: 7

Tarnstead Cosmetics in Tallinn is moving its subscriber list into SAP Emarsys for the first time. An analyst exports the historical contacts to a spreadsheet and prepares to load them, but notices that many rows repeat the same shopper under slightly different spellings, and that some rows have an email address while others only have a mobile number. Leadership wants each real person represented once so later personalization and suppression work correctly, and they are worried that a careless import will create duplicate contacts that fragment history. The analyst must decide how the import should recognize when an incoming row belongs to an existing contact rather than blindly creating a new record every time.
What should the analyst configure so the import updates existing shoppers instead of creating duplicates?

A. Import every single spreadsheet row as a brand new contact record and then rely on staff to hunt down and delete the suspected duplicate people manually somewhere afterward.
B. Designate a unique identifier field, such as email, as the key so matching rows update the existing contact rather than adding a new one.
C. Sort the spreadsheet alphabetically before loading so that similar names line up next to each other.
D. Split the file into one upload per channel so email rows and mobile rows are never loaded together.

Answer: B

Explanation:
An external identifier as the match key lets the import recognize an existing contact and update it, preventing the duplicates leadership fears.

Question: 8

Tarnwick Bakery, a subscription pastry service in Porto, wants to email a specific group: customers who live near its new southern pickup point and have ordered at least twice in the last ninety days. Today the

team copies the whole customer list into a spreadsheet each week, filters it by hand, and pastes the survivors into a send. The filtering rules never change, yet the manual list is always a few days stale by the time it is used, and staff sometimes forget a condition. The marketing coordinator wants a way to define these membership rules once so the group always reflects current data at send time without any manual rebuild.
Which approach best gives Tarnwick an always-current audience for this send?

A. Keep exporting the full list to a spreadsheet each week and filtering the rows by hand before every send.
B. Save one static list captured today and reuse that exact same list for every future campaign.
C. Build a criteria-based segment whose rules evaluate contact and behavioral data so membership refreshes automatically at use.
D. Send to the entire customer base every time and ask uninterested recipients to unsubscribe themselves.

Answer: C

Explanation:
A criteria-based segment re-evaluates its rules against live data, so the group is always current without any manual rebuild.

Question: 9

Tarnley Cycles in Bruges builds its emails by hand each week, and every designer copies last weeks file and edits it. Fonts, header logos and footer legal text now vary noticeably between campaigns, and a recent send went out with an outdated returns address because someone edited an old copy. The brand manager wants consistent structure and branding across every campaign while still letting marketers drop in different products and copy for each send. She wants a reusable starting point that locks the shared layout and styling but leaves defined areas open for the changing content, so no one rebuilds the frame or reintroduces old mistakes each time.
What should Tarnley use to keep branding consistent while varying each campaign's content?

A. A shared network folder full of past campaigns that each designer copies and then edits for the next send, exactly as they already do today across the whole team.
B. A written brand guideline document that designers are asked to consult before building each email.
C. A rule that only one senior designer is ever allowed to create any marketing email.
D. Reusable email templates that fix the shared layout and branding while exposing editable content areas per send.

Answer: D

Explanation:
Templates lock the shared frame and styling yet leave defined blocks editable, giving consistency with per-send flexibility.

Question: 10

Tarndon Ceramics in Aveiro notices that many shoppers add a vase or bowl to the online cart, reach the shipping step, then leave without buying. Right now nobody follows up, and any reminder would have to be sent manually, which never happens in time. The marketing team wants a follow-up email to go out automatically a short while after someone abandons a cart, but only to those who did not complete the purchase, and it should stop if the person returns and buys. They want to configure this once as a repeatable flow triggered by the shopper's behavior rather than assembling a one-off send each time it happens.
Which capability should the team use to deliver this behavior-triggered follow-up?

A. An automation program triggered by the cart-abandonment behavior that sends the reminder and exits contacts who purchase.
B. A single broadcast email that is scheduled to go out to the entire subscriber base once every evening regardless of whether anyone abandoned a cart that day.
C. A manual reminder that a staff member writes and sends whenever they happen to notice an abandonment.
D. A static segment of past cart abandoners exported once and emailed a single generic message.

Answer: A

Explanation:
An automation reacts to the abandonment trigger, waits, messages only non-purchasers, and can exit those who buy, matching every requirement.

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