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C_C4H22_2601

ExamName: SAP Certified - Implementation Consultant - SAP Emarsys

Exam Version: 4.0

Questions & Answers Sample PDF

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Question 1. (Single Select)

Which SAP Emarsys page can be customized?

Choose the correct answer.

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

Answer: B

Question 2. (Multi Select)

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 3. (Multi Select)

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 4. (Single Select)

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

Question 5. (Single Select)

You CAN delete several segments at the same time.

Choose the correct answer.

A: True

B: False

Answer: A

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