

SAP

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SAP Certified - Implementation Consultant - SAP Emarsys

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Version product

Latest Version: 6.0

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

Answer: B

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

Answer: A

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

Answer: B

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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