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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Integrations Advanced: Designed for Data Center Network Engineers, this section delves into advanced data integration techniques. It encompasses store data onboarding (CSV), product data integration (URL, Google Tag Manager), sales data onboarding (APIs), customer data onboarding (APIs, CSV), Predict, and the SAP Customer Data Platform connector. The emphasis is on describing and explaining these integration methods.
Topic 2	• Account Creation and Settings: This section targets IT Solution Architects, covering the provisioning of environments and configuration of various settings. It includes contact data integration, DNS settings, SSL certificates, email channel setup and compliance, account security settings, and channel setup. The focus is on describing, explaining, and configuring these elements.
Topic 3	• Data Collection and Contact Management: Aimed at Data Center Network Engineers, this section focuses on contact management, block lists, Smart Insight, Web Extend, relational data, and plug-in onboarding for platforms like SAP Commerce, SAP Customer Data Platform, and Magento. It assesses the ability to effectively describe, explain, and utilize these components.

Topic 4	• Managing Clean Core: This section evaluates the ability of IT Solution Architects to apply clean core principles to ERP systems. It emphasizes maximizing business process agility, reducing adaptation efforts, and accelerating innovation.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q14-Q19):

NEW QUESTION # 14
Which of the following describes the SAP Emarsys Web Extend functionality? Note: There are 2 correct answers to this question.

- A. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website.
- B. Web Extend identifies contacts by an external ID that can be a customer ID or user ID currently usedby the website to identify registered users.
- C. Web Extend syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours.
- D. Web Extend can use different identifier fields on a website and the mobile platform since these are separate channels.

Answer: B,C

Explanation:
SAP Emarsys Web Extend is a functionality designed to enhance personalization and tracking by capturing web behavior and syncing it with the Emarsys contact database. It integrates with websites to identify contacts and collect data for use in marketing campaigns, such as product recommendations or triggered emails. Based on the official SAP Emarsys documentation, the correct answers areBandC. Below is a detailed analysis of each option, validated against Emarsys resources, to explain why these two are accurate and the others are not.
* A. Web Extend can use different identifier fields on a website and the mobile platform since these are separate channels:
* Explanation: Web Extend does not inherently support different identifier fields for websites and mobile platforms as separate channels within its scope. Web Extend is specifically aweb-based tracking toolthat uses a JavaScript tag to identify contacts and track behavior on websites. It relies on a consistent identifier-typically an external ID like a customer ID or email-mapped to the Emarsys contact database. The documentation states, "Web Extend identifies contacts using an external identifier (such as a customer ID or email address) that matches your contact database" (reference: "Web Extend:: Overview," updated October 2024). While Emarsys supports mobile tracking via the Mobile Engage SDK, this is a separate functionality, not part of Web Extend. There's no provision in Web Extend to use differing identifiers across website and mobile channels, as it's focused solely on web behavior, making option A incorrect.
* B. Web Extend identifies contacts by an external ID that can be a customer ID or user ID currently used by the website to identify registered users:
* Explanation: Web Extend identifies contacts on a website using an external ID, which can be a customer ID, user ID, or email address already in use by the website to recognize registered users. This identifier must match a field in the Emarsys contact database (e.g., customer_id or email) for tracking and personalization to work. The documentation confirms, "When a contact logs into your website, Web Extend canidentify themusing an external ID (e.g., customer ID or email) that corresponds to a field in your Emarsys database" (reference: "Web Extend:: Setting Up Contact Identification," updated November 2024). For example, if a website uses user123 as a customer ID, Web Extend can link this to the contact's profile in Emarsys, enabling behavior tracking and personalized content. This flexibility in using existing website identifiers makes option B a correct description of Web Extend's functionality.
* C. Web Extend syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours:
* Explanation: Web Extend collects web behavior data (e.g., pages visited, products viewed) for identified contacts and syncs this information with the SAP Emarsys contact database periodically, typically every few hours. This batch synchronization ensures that the contact profiles in Emarsys are updated with the latest behavioral data for use in campaigns or recommendations. The documentation states, "Web Extend collects behavioral data from identified contacts and synchronizes it with your Emarsys database

every few hours" (reference:

"Web Extend:: Data Collection and Syncing," updated October 2024). This process is not real- time but occurs in regular intervals (e.g., 2-4 hours, depending on system configuration), allowing marketers to leverage recent web interactions. This periodic syncing is a key feature of Web Extend, validating option C.

* D. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website:

* Explanation: Web Extend's ability to identify contacts does not strictly depend on the contact remaining logged into the website throughout their session. Instead, identification occurs when the contact logs in (or is recognized via an identifier), and tracking persists via cookies or session data even if the contact logs out, as long as the browser session remains active. The documentation explains, "Once a contact is identified (e.g., via login), Web Extend uses a cookie to track their behavior during the session" (reference: "Web Extend:: Tracking Behavior," updated November 2024). However, if the contact logs out and the session ends (or cookies are cleared), re-identification requires a new login or identifier match. Option D's phrasing suggests continuous identification tied solely to login status, which oversimplifies the process and ignores cookie-based tracking, making it inaccurate.

Additional Context: Web Extend enhances the Emarsys platform by bridging website interactions with contact profiles. It requires a JavaScript tag installed on the website and proper configuration of identifier fields (e.g., via scarab.customer calls). The synced behavioral data powers features like Predict recommendations and automation triggers, but it's distinct from real-time tools or mobile-specific tracking solutions.

Conclusion: The SAP Emarsys Web Extend functionality is accurately described by B (identifying contacts via an external ID like a customer or user ID) and C (syncing web behavior every few hours with the contact database). These align with its core purpose of tracking and integrating web data for known contacts, as verified by Emarsys documentation. Options A and D misrepresent its capabilities and scope.

NEW QUESTION # 15
Which database CANNOT be used to power personalization in SAP Emarsys?

- A. MySQL
- B. Amazon Redshift
- C. MongoDB
- D. Microsoft SQL Server

Answer: C

Explanation:
SAP Emarsys supports specific databases for personalization via Relational Data:

* Option A (MongoDB):Correct. MongoDB, a NoSQL database, is not supported for Emarsys personalization, which relies on SQL-based systems.
* Option B:Incorrect. Microsoft SQL Server is supported.
* Option C:Incorrect. Amazon Redshift is supported.
* Option D:Incorrect. MySQL is supported.The SAP Emarsys Help Portal under "Relational Data" lists supported SQL databases, excluding MongoDB.References:SAP Emarsys Help Portal - "Relational Data" (https://help.emarsys.com/).

NEW QUESTION # 16
Which of the following applies when using Send Time Optimization (STO)?

- A. You can configure the launch time for new contacts with no behavior history.
- B. You can activate "STO" on the default scheduling or advanced scheduling page.
- C. You can exclude specific hours in order to avoid contacts receiving emails at those times.
- D. You can exclude duplicate email addresses.

Answer: B

Explanation:
Send Time Optimization (STO) in SAP Emarsys optimizes email send times based on contact behavior:

* Option C:Correct. STO can be activated on either the default or advanced scheduling page when setting up an email campaign, allowing flexibility in configuration.
* Option A:Incorrect. STO uses historical behavior; new contacts without data default to a standard time, not a configurable one.
* Option B:Incorrect. Duplicate exclusion is a separate feature, not tied to STO.
* Option D:Incorrect. STO doesn't allow hour exclusions; it optimizes based on past engagement patterns.The SAP Emarsys Help Portal under "Send Time Optimization" verifies STO's activation options.References:SAP Emarsys Help Portal - "Send Time Optimization" (https://help.emarsys.com/).

NEW QUESTION # 17

You delete a contact in SAP Emarsys. Which of the following happens? Note: There are 3 correct answers to this question.

- A. The contact is deleted from all marketing campaigns, past and present.
- B. The contact is deleted from the SAP Customer Data Platform immediately.
- C. The contact is deleted from all contact lists.
- D. The contact rewards data in Loyalty is deleted.
- E. The contact purchase data in Smart Insight is deleted.

Answer: C,D,E

Explanation:
Deleting a contact in SAP Emarsys:
* Option A:Correct. Purchase data in Smart Insight is removed as it's tied to the contact.
* Option B:Correct. The contact is removed from all contact lists in Emarsys.
* Option C:Correct. Rewards data in the Loyalty module is deleted with the contact.
* Option D:Incorrect. Deletion in SAP CDP depends on integration settings and isn't immediate.
* Option E:Incorrect. Past campaign data remains for reporting; only future sends are affected.The SAP Emarsys Help Portal under "Contact Management" details deletion effects.References:SAP Emarsys Help Portal - "Contact Management" (https://help.emarsys.com/).

NEW QUESTION # 18

You are an account owner and must set up security levels for account access and data management. You receive a "Forbidden" message. What should you do to fix this error?

- A. Go to Management > User Management and verify your email address.
- B. Clear your cookies and access Management > Security Settings.
- C. Check your email for a link to access the Account Security Settings.
- D. Create a new account owner role and email to access Security Settings.

Answer: C

Explanation:
In SAP Emarsys, the "Forbidden" error message when attempting to access the Security Settings page as an Account Owner indicates that a prerequisite step has not been completed. Specifically, Account Owners must verify their email address before they can access the Security Settings page under the Management menu.
This requirement is explicitly outlined in Emarsys documentation to ensure account security and prevent unauthorized access.
The correct action to resolve this issue is to navigate toManagement > User Managementand verify your email address. According to the Emarsys Help documentation, "Please note that account owners must verify their email address (Management > User Management) before accessing this page. Trying to open Security Settings without a verified email address will result in an error message: 'Forbidden'" (reference: "Security settings:: Your account Security Settings," updated October 17, 2024). This step ensures that the Account Owner's identity is confirmed, aligning with Emarsys' security protocols.
Let's examine why the other options are incorrect:
* A. Create a new account owner role and email to access Security Settings: This is not a valid solution. Creating a new Account Owner role or email does not address the root cause of the
"Forbidden" error, which is the lack of email verification for the existing Account Owner. Furthermore, only existing Account Owners or Emarsys Support can promote users to the Account Owner role, and the email address field for an Account Owner can only be changed byEmarsys Support, not by creating a new role (reference: "About Account Owners," updated September 25, 2024).
* C. Check your email for a link to access the Account Security Settings: While an activation email is sent during the initial Account Owner setup, this option does not apply to fixing the "Forbidden" error after the account is created. The email verification process occurs within the platform under User Management, not via an external link specifically for accessing Security Settings (reference: "Activating your Account Owner role," updated October 29, 2024).
* D. Clear your cookies and access Management > Security Settings: Clearing cookies might resolve some browser-related issues, but it has no bearing on the "Forbidden" error, which is tied to the email verification requirement enforced by the Emarsys platform, not a local browser issue.
Once the email address is verified inManagement > User Management, the Account Owner can access the Security Settings page without encountering the "Forbidden" error. This page allows configuration of security levels for account access and data management, such as setting permitted email domains, IP access controls, and API credentials (reference: "Security settings:: Your

account Security Settings," updated November 11,
2024). This process underscores Emarsys' emphasis on securing account administration tasks, ensuring only verified Account Owners can modify critical settings.

NEW QUESTION # 19
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