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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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 3	<ul style="list-style-type: none">• 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 4	<ul style="list-style-type: none"> 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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C-C4H22-2411 Sample Questions, Latest C-C4H22-2411 Exam Dumps

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q69-Q74):

NEW QUESTION # 69

You want to see an engagement summary for Mobile Engage Push and SMS channels for a given month. Where can you find this report in Analytics?

- A. Value Measurement
- B. Revenue Analytics
- C. Strategic Dashboard
- D. Campaign Analytics

Answer: D

Explanation:

To view an engagement summary for Mobile Engage Push and SMS channels:

- * Option B (Campaign Analytics):Correct. Campaign Analytics provides detailed engagement metrics (e.g., sends, opens, clicks) for specific channels like Mobile Engage Push and SMS over a selected time period, such as a month.
- * Option A:Incorrect. Revenue Analytics focuses on revenue attribution, not channel engagement.
- * Option C:Incorrect. Value Measurement is for ROI and business value, not detailed engagement summaries.
- * Option D:Incorrect. Strategic Dashboard offers high-level KPIs, not channel-specific engagement details.The SAP Emarsys Help Portal under "Campaign Analytics" confirms this.References:SAP Emarsys Help Portal - "Campaign Analytics" (<https://help.emarsys.com/>).

NEW QUESTION # 70

Which of the following applies when using Send Time Optimization (STO)?

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

Answer: D

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 # 71

Which of the following API permissions is required for an Emarsys API user to enable SAP Customer Data Platform integration with SAP Emarsys?

- A. campaign.sent
- B. account.create
- C. field.view
- D. contact.create

Answer: D

Explanation:

To integrate SAP Emarsys with SAP Customer Data Platform (CDP), the API user must have permissions to manage contact data, as this is a core aspect of the integration:

* Option D (contact.create): Correct. This permission allows the API user to create and update contacts, which is essential for syncing contact data between Emarsys and CDP.

* Option A: Incorrect. account.create is for managing accounts, not relevant to CDP integration.

* Option B: Incorrect. field.view only allows viewing field definitions, not data manipulation.

* Option C: Incorrect. campaign.sent is for retrieving campaign data, not contact syncing. The SAP Emarsys API Documentation and CDP integration guide specify contact.create as a key permission for this use case. References: SAP Emarsys API Documentation - "API Permissions" (<https://dev.emarsys.com/>), SAP Help Portal - "SAP CDP Integration".

NEW QUESTION # 72

Which database CANNOT be used to power personalization in SAP Emarsys?

- A. Amazon Redshift
- B. MySQL
- 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 # 73

Why is "daily" the recommended frequency for importing sales data into Smart Insight?

- A. To comply with SAP Emarsys file maintenance policy.
- B. To prevent load failures for files exceeding 10 GB.
- C. To align with recommended frequency for product data.
- D. To align with the Smart Insight dashboard update frequency.

Answer: D

Explanation:

Smart Insight in SAP Emarsys relies on sales data for analytics like Customer Lifecycle:

* Option B: Correct. Daily imports are recommended because the Smart Insight dashboard updates daily, ensuring analytics reflect the latest sales data for accurate insights.

* Option A: Incorrect. File size limits (e.g., 10 GB) are not the primary reason; Emarsys supports larger files via chunking if needed.
 * Option C: Incorrect. Product data frequency (often less frequent) is distinct from sales data needs.
 * Option D: Incorrect. File maintenance policies exist but don't dictate daily imports as a compliance rule.
 The SAP Emarsys Help Portal under "Smart Insight" recommends daily sales data imports for dashboard alignment. References: SAP Emarsys Help Portal - "Smart Insight" (<https://help.emarsys.com/>).

NEW QUESTION # 74

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