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## SAP C\_C4H22\_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul> <li>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.</li> </ul>

Topic 2	<ul> <li>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.</li> </ul>
Topic 3	<ul> <li>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.</li> </ul>
Topic 4	<ul> <li>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.</li> </ul>

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# SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q77-Q82):

#### **NEW QUESTION #77**

What are some of the ways bounces can be caused? Note: There are 2 correct answers to this question.

- A. A hard bounce can result from an email address that does not exist.
- B. A soft bounce can result from a temporary server breakdown.
- C. A soft bounce can result from a recipient putting the sender on their personal spam list.
- D. A hard bounce can result from an email rejected by the recipient's server firewall.

#### Answer: A,B

#### Explanation:

Email bounces in SAP Emarsys are categorized as soft or hard:

- \* Option B:Correct. A soft bounce occurs due to temporary issues, such as a server breakdown or full inbox.
- \* Option D:Correct. A hard bounce occurs when an email address doesn't exist, indicating a permanent delivery failure.
- \* Option A:Incorrect. Marking as spam typically results in a complaint, not a soft bounce.
- \* Option C:Incorrect. Firewall rejection might cause a soft bounce, not a hard one, depending on the reason. The SAP Emarsys Help Portal under "Email Delivery" explains bounce types and causes.

References:SAP Emarsys Help Portal - "Email Delivery" (https://help.emarsys.com/).

#### **NEW OUESTION #78**

The "Do not track me" field stops Web Extend from tracking a visitor as they browse your store. What happens when the field is TRUE?

- A. All historic, existing, and previously collected Web Extend and Web Channel data is removed.
- B. The change takes effect immediately.
- C. The visitor will never receive recommendations moving forward.
- D. All historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected.

#### Answer: D

#### Explanation:

Question no: 71 Verified AnswerB. All historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected.

Comprehensive Detailed Explanation along with SAP Emarsys References The "Do not track me" field in SAP Emarsys is a contact-level setting that allows users to opt out of tracking by Web Extend, which is the tool responsible for capturing web browsing behavior (e.g., page views, product interactions) on a store's website. When this field is set to TRUE, it impacts how Web Extend interacts with that visitor moving forward. According to the official SAP Emarsys documentation, the correct answer is B. Below is a detailed explanation of each option, validated against Emarsys resources, to clarify why B is accurate and the others are not.

- \* A. The change takes effect immediately:
- \* Explanation: While setting the "Do not track me" field to TRUE does stop Web Extend from tracking the visitor, the change does not take effectimmediatelyin all cases due to technical considerations like caching or session timing. The documentation states, "When the 'Do not track me' field is enabled for a contact, Web Extend stops collecting new behavioral data, but this may depend on the current session and synchronization timing" (reference: "Web Extend:: Privacy and Opt-Out," updated November 2024). For example, if a visitor is mid-session when the field is updated, tracking might continue until the session ends or the next page load, when the updated contact profile is checked. This delay, though typically short, means "immediately" is not strictly accurate, making option A incorrect.
- \* B. All historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected:
- \* Explanation: When "Do not track me" is set to TRUE, Web Extend ceases to collect new browsing data for that contact, but all previously collected data (e.g., historic page views, product interactions) remains intact in the Emarsys database. The documentation confirms, "If a contact opts out via the 'Do not track me' field, no new Web Extend data is collected, but existing behavioral data is retained unless explicitly deleted via other means" (reference: "Web Extend::

Data Collection and Privacy," updated October 2024). This retention ensures that past data can still be used for purposes like segmentation or reporting (unless restricted by other privacy settings), while respecting the opt-out by halting future tracking. Web Channel data (e.g., personalization events) similarly stops being updated with new interactions but isn't erased. This balance between privacy and data utility makes option B the correct description.

- \* C. All historic, existing, and previously collected Web Extend and Web Channel data is removed:
- \* Explanation: Setting "Do not track me" to TRUE does not trigger the deletion of historic or existing data collected by Web Extend or Web Channel. Deletion of data requires a separate action, such as a GDPR/CCPA-compliant data erasure request or manual removal via the Emarsys API or interface. The documentation clarifies, "Opting out of tracking via 'Do not track me' prevents new data collection but does not affect previously stored data" (reference: "Web Extend:: Privacy and Opt-Out," updated November 2024). Option C would align with a full data purge scenario, which is not the default behavior of this field, making it incorrect.
- \* D. The visitor will never receive recommendations moving forward:
- \* Explanation: The "Do not track me" field only stops Web Extend from collecting new browsing data; it does not inherently prevent the visitor from receiving recommendations.

Recommendations in Emarsys (e.g., via Predict) can still be generated based on existing data (e.

g., past behavior, purchase history) or delivered through channels like email or mobile, unless the contact has also opted out of those channels separately. The documentation notes,

"Recommendations can continue to be served based on historic data or other sources, even if Web Extend tracking is disabled" (reference: "Predict:: Data Sources and Recommendations," updated October 2024). For example, a visitor might still see email recommendations derived from prior web activity. Thus, "never" is too absolute, and option D is incorrect. Additional Context:

- \* How It Works: Web Extend uses a JavaScript tag to track identified contacts (via external ID or email). When "Do not track me" is TRUE, the tag checks this field on page load and refrains from sending new tracking events to Emarsys, respecting the opt-out.
- \* Scope: This applies specifically to Web Extend tracking, not broader opt-outs (e.g., email subscriptions), and it's distinct from browser-level "Do Not Track" headers, which Emarsys may not honor unless configured.
- \* Sync Timing: Behavioral data syncs every few hours (as noted in Question 53), so the opt-out's effect aligns with the next sync cycle after the field updates.

Conclusion: When the "Do not track me" field is set to TRUE in SAP Emarsys, all historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected (B).

This respects the visitor's privacy choice while preserving past insights, as verified by Emarsys documentation. Options A, C, and D misrepresent the timing, data retention, or downstream impact of this setting.

#### **NEW QUESTION #79**

Web Recommender widgets can display cross-sell and up-sell recommendations to customers as they navigate your website. Which widgets should be placed on product pages? Note: There are 2 correct answers to this question.

- · A. Related widget
- B. Personal widget

- C. Also-Bought widget
- D. Search widget

#### Answer: A,C

#### Explanation:

Web Recommender widgets in SAP Emarsys enhance product pages:

- \* Option B (Also-Bought widget): Correct. Shows items frequently purchased together, ideal for cross-sell on product pages.
- \* Option C (Related widget): Correct. Displays similar or complementary items, supporting up-sell and cross-sell.
- \* Option A:Incorrect. Personal widgets are broader and not product-page-specific.
- \* Option D:Incorrect. Search widgets are for search result pages, not product pages. The SAP Emarsys Help Portal under "Web Recommendations" recommends these for product pages. References: SAP Emarsys Help Portal "Web Recommendations" (https://help.emarsys.com/).

#### **NEW QUESTION #80**

How does contact duplication work in SAP Emarsys? Note: There are 2 correct answers to this question.

- A. It runs every hour, checking against the full database.
- B. Contacts with the same unique identifier are merged automatically on import.
- C. It runs every time a new contact is about to be imported.
- D. Contacts with identical first name and last name are merged automatically.

#### Answer: B,C

#### **NEW QUESTION #81**

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct answers to this question.

- A. Set up IP access control
- B. Deactivate users.
- C. Create external events.
- D. Define the permitted email domains.

#### Answer: A,D

#### Explanation:

The Security Settings page in SAP Emarsys is a critical administrative interface accessible only to Account Owners, allowing them to configure security levels for account access and data management. According to the official SAP Emarsys documentation, the correct answers are A(Set up IP access control) and B(Define the permitted email domains). Below is a detailed explanation of each option, validated against Emarsys resources, to clarify why these two are correct and the others are not.

- \* A. Set up IP access control:
- \* Explanation: Account Owners can configure IP access control on the Security Settings page to enhance account security. This feature restricts login access to approved IP addresses, requiring two-step authentication for logins from unrecognized IPs. The documentation states, "Set up IP access control: This is an optional, but highly recommended, security feature that requires two-step authentication for all login attempts from unrecognized IP addresses" (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). When enabling this feature, Account Owners can define allowlisted IP addresses or ranges, ensuring that users logging in from these IPs can use only their username and password, while others must complete additional verification. This action is a core capability of the Security Settings page, making option A correct.
- \* B. Define the permitted email domains:
- \* Explanation: Another key action available to Account Owners on the Security Settings page is defining permitted email domains. This setting ensures that all users in theaccount have email addresses from approved domains, as Emarsys only sends invitation emails and security-related communications (e.g., password resets) to these domains. The documentation confirms, "Define the permitted email domains: All the users in your account must have valid email addresses that belong to a domain listed here" (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). At least one domain must be specified (e.g., the Account Owner's domain), and multiple domains can be added as needed. This is a fundamental security configuration task exclusive to the Security Settings page, validating option B.
- \* C. Create external events:
- \* Explanation: Creating external events is not an action performed on the Security Settings page.

External events in SAP Emarsys are used to trigger automated actions (e.g., emails or program entries) based on data imports or API calls, and their setup occurs in the Automation Centeror via API configurations, not under Security Settings. The documentation

specifies that external events are managed through "Automation > External Events" or API integration settings (reference: "External Events Setup," updated October 2024), and the Security Settings page focuses solely on access and data management controls (e.g., IP restrictions, email domains, API credentials). Thus, this action is outside the scope of the Security Settings page, making option C incorrect.

\* D. Deactivate users:

\* Explanation: Deactivating users is an administrative task performed on the User Management page, not the Security Settings page. Account Owners can deactivate user profiles to prevent login access (e.g., if credentials are compromised) by navigating to Management > User Management > Users, selecting a user, and using the deactivate option. The documentation states, "As Account Owner, you can also edit user profiles on the User Management page, as well as deactivate and reactivate them" (reference: "Creating and managing users," updated June 10,

2024). While security-related, this action is distinct from the configurations available on the Security Settings page, which focuses on account-wide settings rather than individual user management, disqualifying option D.

Additional Context: The Security Settings page also allows other actions, such as creating API credentials and WebDAV users, or setting up Keyring for SFTP imports (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). However, the question limits the correct answers to two, and options A and B are explicitly highlighted as primary tasks in the documentation. Options C and D, while relevant to broader account administration, do not align with the specific functionalities of the Security Settings page.

Conclusion: The actions an Account Owner can perform on the Security Settings page includesetting up IP access control (A)anddefining the permitted email domains (B), as these are core security configurations explicitly supported by this interface in SAP Emarsys.

#### **NEW QUESTION #82**

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