

C_C4H22_2411日本語対策問題集、C_C4H22_2411試験 解答



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C_C4H22_2411試験解答、C_C4H22_2411専門知識訓練

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SAP C_C4H22_2411 認定試験の出題範囲：

トピック	出題範囲
トピック 1	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.

トピック 2	• 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.
トピック 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.
トピック 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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys 認定 C_C4H22_2411 試験問題 (Q70-Q75):

質問 # 70

In which case would you use Participation Settings instead of Participation Check node?

- A. You want to make the check available in other programs.
- B. You want to see how many contacts were filtered through Participation on the Program Reporting page.
- C. You want to determine participation on a program-level basis and filter contacts based on the time when they entered the program.
- D. You want contacts who do not fulfill participation criteria to continue their journey.

正解: C

解説:

In SAP Emarsys Automation Center, Participation Settings and Participation Check nodes serve different purposes:

- * Option B: Correct. Participation Settings are used at the program level to define rules for participation (e.g., entry time or frequency) and filter contacts accordingly. This is ideal for lifecycle programs where timing matters.
- * Option A: Incorrect. Participation Settings are program-specific, not reusable across programs; Participation Check nodes are more modular.
- * Option C: Incorrect. Program Reporting shows participation stats regardless of whether Settings or Check nodes are used.
- * Option D: Incorrect. Participation Settings exclude non-qualifying contacts, while a Check node can allow them to continue with branching logic. The SAP Emarsys Help Portal under "Automation Center" details Participation Settings as program-level filters. References: SAP Emarsys Help Portal - "Automation Center" (<https://help.emarsys.com/>).

質問 # 71

You want to provide an omnichannel experience to your customers by extending your webshop personalization experience to another channel. Which channel requires external ID?

- A. Mobile Engage
- B. Web Channel
- C. Digital Ads
- D. SMS

正解: A

解説:

For omnichannel personalization extending from Web Channel:

- * Option B (Mobile Engage): Correct. Mobile Engage requires an external ID to link mobile app users to webshop contacts for consistent personalization.
- * Option A: Incorrect. Digital Ads uses segments, not external IDs directly.
- * Option C: Incorrect. SMS uses phone numbers, not external IDs.

* Option D: Incorrect. Web Channel itself uses external IDs but isn't an extension target here. The SAP Emarsys Help Portal under "Mobile Engage" specifies external ID for contact matching. References:

SAP Emarsys Help Portal - "Mobile Engage" (<https://help.emarsys.com/>).

To extend your webshop personalization experience to another channel and provide an omnichannel experience to your customers, it's essential to understand how Emarsys identifies contacts across different channels. Emarsys offers two primary methods for explicit contact identification:

* Email Address: This method uses the visitor's email address for identification. help.emarsys.com + 1 help.emarsys.com + 1

* External ID: This method utilizes a unique customer ID or user ID that your website uses to identify registered users. It's crucial to use the same identification method consistently across all platforms, including your website and mobile applications, to ensure a seamless personalization experience. help.emarsys.com

Channel Analysis:

* A. Digital Ads: This channel typically uses cookies and other tracking mechanisms for user identification and does not require an external ID.

* B. Mobile Engage: For mobile applications, Emarsys requires the use of an external ID to identify users. This ensures that the personalization experience is consistent across both your website and mobile app. Therefore, to extend your webshop personalization to your mobile app, you should use an external ID as the identifier. help.emarsys.com

* C. SMS: This channel primarily uses phone numbers for contact identification and does not require an external ID.

* D. Web Channel: For website interactions, Emarsys can use either the email address or an external ID for contact identification. help.emarsys.com Summary: To provide an omnichannel experience by extending your webshop personalization to another channel, Mobile Engage requires the use of an external ID for contact identification. This ensures consistent and personalized interactions with your customers across both web and mobile platforms.

質問 # 72

You are implementing Web Channel and you are told to use all Web campaign types available. What are your choices? Note: There are 3 correct answers to this question.

- A. Ribbon: to display a ribbon at the top or bottom of the page
- B. Overlay: to have content appear above the normal website content
- C. Category: to insert a category-level recommendation
- D. Embed: to replace a selected element on your website
- E. Space: to insert blank elements on your website

正解: A、B、D

解説:

SAP Emarsys Web Channel offers specific campaign types:

* Option A (Embed): Correct. Replaces an element on the site with campaign content.

* Option B (Ribbon): Correct. Displays a banner at the top or bottom of the page.

* Option E (Overlay): Correct. Shows content (e.g., pop-ups) above the website.

* Option C: Incorrect. "Space" is not a Web Channel campaign type; it's a misnomer.

* Option D: Incorrect. "Category" relates to recommendations, not a distinct campaign type. The SAP Emarsys Help Portal under "Web Channel" lists Embed, Ribbon, and Overlay as types. References: SAP Emarsys Help Portal - "Web Channel" (<https://help.emarsys.com/>).

質問 # 73

You want to set up a Web Push campaign including notifications to user groups across multiple browsers.

Which of the following apply to Web Push messages? Note: There are 2 correct answers to this question.

- A. Banner images are supported across all browsers and operating systems.
- B. Multiple languages are supported across all browsers and operating systems.
- C. Time to Live (TTL) can be a maximum of 7 days.
- D. Recipient source must be one of the following: Automation/Using a segment/Using a contact list.

正解: C、D

解説:

Web Push campaigns in SAP Emarsys have specific rules:

* Option C: Correct. TTL can be set up to 7 days, defining how long a notification remains valid if the browser is offline.

* Option D: Correct. Recipient sources for Web Push are Automation, segments, or contact lists, aligning with campaign setup

options.

* Option A: Incorrect. Banner images depend on browser support (e.g., Chrome supports them, but not all browsers do universally).

* Option B: Incorrect. Language support varies by browser implementation, not guaranteed across all systems. The SAP Emarsys Help Portal under "Web Push" confirms TTL and recipient options.

References: SAP Emarsys Help Portal - "Web Push" (<https://help.emarsys.com/>).

質問 # 74

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct answers to this question.

- A. Link Editor
- B. Emarsys Scripting Language
- C. Manage optional content
- D. Personalization token

正解: B、D

解説:

To personalize with a fallback in SAP Emarsys:

* Option A (Personalization token): Correct. Tokens (e.g., `{{contact.first_name | default: 'Friend'}}`) allow a fallback value if the field is empty.

* Option D (Emarsys Scripting Language): Correct. ESL can use conditionals (e.g., `{% if contact.first_name %} {{contact.first_name}} {% else %} Friend {% endif %}`) for fallbacks.

* Option B: Incorrect. Manage Optional Content is for A/B testing, not field fallbacks.

* Option C: Incorrect. Link Editor is for URLs, not text personalization. The SAP Emarsys Help Portal under "Personalization" details tokens and ESL for this purpose. References: SAP Emarsys Help Portal - "Personalization" (<https://help.emarsys.com/>).

質問 # 75

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