

SAP C_C4H22_2411 Exam | C_C4H22_2411 Latest Real Test - Bringing Candidates Good C_C4H22_2411 Exam Passing Score



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Under the hatchet of fast-paced development, we must always be cognizant of social long term goals and the direction of the development of science and technology. Adapt to the network society, otherwise, we will take the risk of being obsoleted. Our C_C4H22_2411 Test Torrent keep a look out for new ways to help you approach challenges and succeed in passing the SAP Certified Associate - Implementation Consultant - SAP Emarsys exam. An ancient Chinese proverb states that “The journey of a thousand miles starts with a single step”. To be recognized as the leading international exam bank in the world through our excellent performance, our SAP Certified Associate - Implementation Consultant - SAP Emarsys qualification test are being concentrated on for a long time and have accumulated mass resources and experience in designing study materials.

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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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q26-Q31):

NEW QUESTION # 26

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

- A. An internal issue occurred and you should try again.
- B. There is an error in the information provided that needs correcting.
- C. It indicates the call was successful.
- D. Your API credentials are incorrect.

Answer: B

Explanation:

HTTP response codes in SAP Emarsys API indicate call status:

- * Option A:Correct. A 400 Bad Request means the request contains invalid data (e.g., syntax error, missing parameters) that needs correction.
- * Option B:Incorrect. Internal issues return a 500-series code, not 400.
- * Option C:Incorrect. Incorrect credentials typically return a 401 Unauthorized, not 400.
- * Option D:Incorrect. Success is a 200 OK, not 400.The SAP Emarsys API Documentation defines 400 as a client-side error.References:SAP Emarsys API Documentation - "Response Codes" (<https://dev.emarsys.com/>).

NEW QUESTION # 27

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

- A. Web Extend syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours.
- 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.
- C. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website.
- D. Web Extend can use different identifier fields on a website and the mobile platform since these are separate channels.

Answer: A,B

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 are B and C. 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 a web-based tracking tool that 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 can identify them using 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 # 28

What key details do you need to provide to activate the email channel? Note: There are 3 correct answers to this question.

- A. Sending volumes
- B. Tenant name and region
- C. Historic sales information
- D. Sender domain(s)
- E. Product information

Answer: A,B,D

Explanation:

To activate the email channel in SAP Emarsys:

- * Option A (Sending volumes):Correct. Expected send volumes are required for capacity planning and compliance.
- * Option D (Sender domain(s)):Correct. Domains for sending emails must be specified and authenticated (e.g., DKIM, SPF).
- * Option E (Tenant name and region):Correct. Tenant details identify the account and region for setup.
- * Option B:Incorrect. Product info is for catalogs, not email activation.
- * Option C:Incorrect. Sales data is for analytics, not channel setup.The SAP Emarsys Help Portal under "Email Channel Setup" lists these requirements.References:SAP Emarsys Help Portal - "Email Channel" (<https://help.emarsys.com/>).

NEW QUESTION # 29

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

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

Answer: B

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 # 30

For "Back in stock" programs, what values must be set to ensure that contacts are only notified if at least a specified quantity is available? Note: There are 2 correct answers to this question.

- A. Quantity
- **B. Back in stock threshold**
- C. Availability
- **D. Stock amount**

Answer: B,D

Explanation:

In "Back in Stock" programs in SAP Emarsys:

- * Option A (Back in stock threshold):Correct. This setting defines the minimum stock level required before triggering notifications, ensuring contacts are only notified when sufficient quantity is available.
- * Option B (Stock amount):Correct. The stock amount in the product catalog must be updated and compared against the threshold to determine notification eligibility.
- * Option C:Incorrect. "Availability" is a status (e.g., in stock), not a quantity-specific setting.
- * Option D:Incorrect. "Quantity" is not a distinct field in this context; it's covered by stock amount.The SAP Emarsys Help Portal under "Back in Stock Programs" confirms these settings.References:SAP Emarsys Help Portal - "Automation Center - Back in Stock" (<https://help.emarsys.com/>).

NEW QUESTION # 31

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