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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 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.
Topic 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.
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 (Q76-Q81):

NEW QUESTION # 76
Which of the following statements describes how the Email Campaign Update functionality works? Note:
There are 3 correct answers to this question.

- A. A network connection during a campaign update can result in a failed save attempt.
- B. New elements in a template will be available for use in all campaigns once they have been distributed using campaign update.
- C. Opening a campaign with a previous template version will prompt to update the campaign.
- D. Changes made to a template can be reversed by performing a rollback to the previous version.
- E. A modification to the campaign template will update all batch campaigns.

Answer: A,B,C

Explanation:
In SAP Emarsys, the Email Campaign Update functionality allows users to apply modifications made to a template across multiple existing email campaigns that were created using that template. This ensures consistency and saves time by eliminating the need to manually update each campaign individually.
B: New elements in a template will be available for use in all campaigns once they have been distributed using campaign update.When new elements or changes are added to a template, utilizing the Campaign Update feature distributes these modifications to all associated campaigns. This means that any new content blocks, design changes, or structural adjustments made to the template become immediately available in all campaigns linked to that template once the update is executed. help.emarsys.com
C: A network connection during a campaign update can result in a failed save attempt.The stability of the network connection during the campaign update process is crucial. Interruptions or instability in the network can lead to failed save attempts, causing the update process to fail. In such cases, the email content remains unaffected, but the affected campaigns may not send out emails as intended. Users are advised to retry the update process or manually apply the template changes to the affected campaigns. help.emarsys.com
E: Opening a campaign with a previous template version will prompt to update the campaign.If a campaign was created using an older version of a template and that template has since been modified, opening the campaign will trigger a prompt notifying the user of the available updates. This allows users to decide whether to apply the latest template changes to the campaign, ensuring that all campaigns can be kept up-to- date with the most recent design and content standards.
Incorrect Options:
A: A modification to the campaign template will update all batch campaigns.This statement is incorrect because simply modifying a template does not automatically update all batch campaigns. The Campaign Update feature must be explicitly used to apply template changes to existingcampaigns. Without initiating this process, the campaigns remain unchanged despite modifications to the template. help.emarsys.com+1help.
emarsys.com+1
D: Changes made to a template can be reversed by performing a rollback to the previous version.This statement is incorrect because once changes are made to a template and distributed using the Campaign Update feature, they cannot be automatically rolled back to a previous version.

NEW QUESTION # 77

Which of the following attributes are synchronized from Emarsys-opened email activities to SAP Customer Data Platform? Note: There are 3 correct answers to this question.

- A. Email subject line
- B. Time zone
- C. Attachment size
- D. IP address
- E. City name

Answer: A,C,D

Explanation:
When SAP Emarsys integrates with SAP Customer Data Platform (CDP), specific attributes from email activities (e.g., opens) are synchronized:
* Option A (IP address):Correct. The IP address of the contact opening the email is captured and synced for tracking and geolocation purposes.
* Option C (Attachment size):Correct. If an email includes attachments, their size is tracked and synced as part of activity data.
* Option D (Email subject line):Correct. The subject line of the email is synchronized to identify the specific campaign or email in CDP.
* Option B (City name):Incorrect. While IP address might allow geolocation inference, "City name" is not a directly synced attribute.
* Option E (Time zone):Incorrect. Time zone is not typically synced as a standalone attribute from email opens.The SAP Emarsys integration guide for SAP CDP lists IP address, attachment size, and email subject line among synced attributes.References:SAP Emarsys Help Portal - "Integration with SAP Customer Data Platform" (https://help.emarsys.com/).

NEW QUESTION # 78

You are an account owner. You want to add a new administrator with access to Smart Insight. Which user role do you select?

- A. BI Administrator
- B. Administrator
- C. Account Owner
- D. Operator

Answer: A

Explanation:
In SAP Emarsys, user roles define access levels:
* Option C (BI Administrator):Correct. The BI (Business Intelligence) Administrator role is specifically designed to provide access to Smart Insight, which includes advanced analytics and reporting features like revenue and customer lifecycle data.
* Option A:Incorrect. Account Owner has full access but is typically reserved for the primary owner, not a new admin.
* Option B:Incorrect. Administrator has general access but lacks specific Smart Insight permissions unless customized.
* Option D:Incorrect. Operator is a limited role for basic tasks, not analytics access.The SAP Emarsys Help Portal under "User Management" details the BI Administrator role for Smart Insight.References:
SAP Emarsys Help Portal - "User Management" (https://help.emarsys.com/).

NEW QUESTION # 79

A test user received an email with a form to confirm a premium newsletter subscription. The content of the opt-in invitation has a typo: "Yes, I WULD like to receive emails about new products and special promotions." Where can you correct this?

- A. Management > Form Settings > General Format
- B. Management > Form Settings > Opt-in Invitation and Interests
- C. Channels > Email Campaigns
- D. Content > Forms

Answer: B

Explanation:
To fix a typo in an opt-in invitation:

* Option C:Correct. Management > Form Settings > Opt-in Invitation and Interests is where the text for opt-in forms (e.g., subscription confirmations) is edited.
* Option A:Incorrect. Content > Forms manages form design, not specific invitation text.
* Option B:Incorrect. Channels > Email Campaigns is for campaign setup, not form content.
* Option D:Incorrect. General Format is for form structure, not text content.The SAP Emarsys Help Portal under "Form Settings" specifies this location.References:SAP Emarsys Help Portal - "Form Settings" (https://help.emarsys.com/).

NEW QUESTION # 80

You have set up a sequence-based conversion for Event Attribution. The sequence is Wishlist + Add to cart, with a last-touch attribution model and a 7-day attribution window. A contact adds an item to her wishlist and then, 8 days later, adds the item to her cart. Why does this sequence NOT qualify as a conversion?

- A. Because there must be at least 3 events in a sequence to count as a conversion.
- B. Because the contact would have to make a purchase for the sequence to count as a conversion.
- C. Because only one of the events in the sequence occurred within the attribution window.
- D. Because none of the events within the sequence occurred within the attribution window.

Answer: C

Explanation:
In SAP Emarsys Event Attribution, a sequence-based conversion requires all events to occur within the attribution window:
* Option B:Correct. The wishlist event occurred 8 days before the add-to-cart event, exceeding the 7-day window. Only the add-to-cart event (last touch) falls within the window relative to itself, but the sequence requires both events to be within 7 days of each other.
* Option A:Incorrect. The sequence defines the conversion (Wishlist + Add to cart), not a purchase, unless specified otherwise.
* Option C:Incorrect. A sequence can have 2 events; 3 is not a requirement.
* Option D:Incorrect. The add-to-cart event did occur within the window (day 8), but the wishlist event (day 0) did not relative to it.The SAP Emarsys Help Portal under "Event Attribution" explains attribution windows and sequence rules.References:SAP Emarsys Help Portal - "Event Attribution" (https://help.emarsys.com/).

NEW QUESTION # 81

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