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Exam Dumps 360

Exam Code: C_C4H22_2411

Exam Name | SAP Certified Associate - Implementation Consultant - SAP Emarsys

Total No. of Questions: 80

Passing Percentage: 68%

Exam Duration: 180 Minutes.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q34-Q39):

NEW QUESTION # 34

Which of the following describes new API users? Note: There are 2 correct answers to this question.

- A. For new API users, the required endpoint operations must be activated one by one.
- B. All user roles can create a new API user.
- C. For new API users, all permissions are enabled by default.
- D. A secret key is only available when a new API user is created.

Answer: A,D

Explanation:

Creating new API users in SAP Emarsys involves:

* Option B:Correct. The secret key is generated and displayed only during API user creation; it cannot be retrieved later, requiring secure storage.

* Option D:Correct. Permissions for endpoint operations (e.g., contact.create) must be explicitly activated for each new API user, not enabled by default.

* Option A:Incorrect. Permissions are not all enabled by default; they are selected manually.

* Option C:Incorrect. Only Account Owners or users with specific privileges can create API users, not all roles.The SAP Emarsys API Documentation under "API Users" verifies these details.References:

SAP Emarsys API Documentation - "API Users" (<https://dev.emarsys.com/>).

NEW QUESTION # 35

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

Answer: D

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 # 36

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

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

Answer: A

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 # 37

You want to collect data from contacts using forms. Which forms does SAP Emarsys Customer Engagement offer? Note: There are 3 correct answers to this question.

- **A. Newsletter Registration**
- **B. General Registration**
- C. Consent Management
- **D. Change Profile**
- E. Background Registration

Answer: A,B,D

Explanation:

SAP Emarsys provides several form types to collect contact data:

* Option A (General Registration):Correct. This form is used for new contact sign-ups, collecting basic information like email or name.

* Option B (Newsletter Registration):Correct. Specifically designed for subscribing contacts to newsletters, often with opt-in options.

* Option C (Change Profile):Correct. Allows contacts to update their existing profile data (e.g., preferences, contact details).

* Option D:Incorrect. "Background Registration" is not a recognized form type in Emarsys documentation.

* Option E:Incorrect. While consent management is a feature, it's not a distinct form type; it's integrated into other forms like Newsletter Registration.The SAP Emarsys Help Portal under "Forms" lists General Registration, Newsletter Registration, and Change Profile as standard options.References:SAP Emarsys Help Portal - "Forms" (<https://help.emarsys.com>).

NEW QUESTION # 38

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

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

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/>).

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