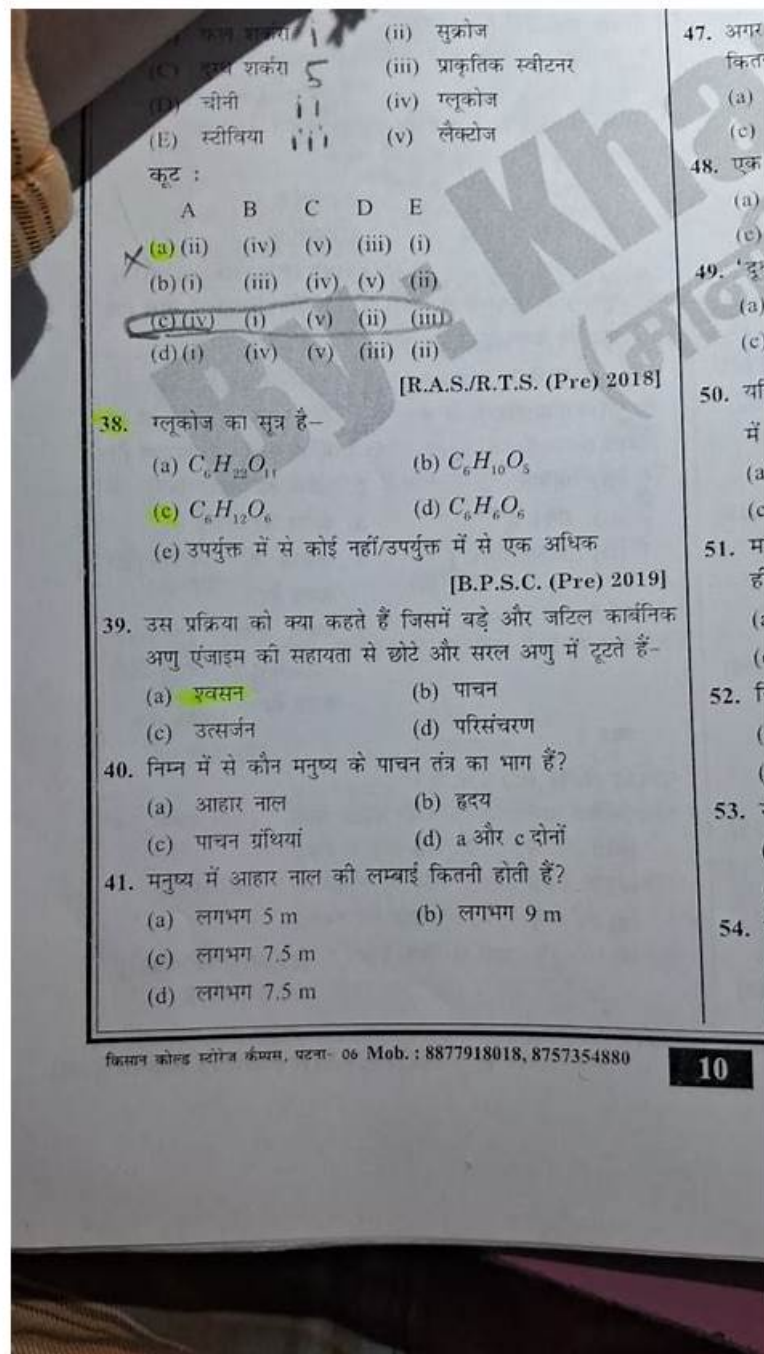


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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.
Topic 4	<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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q18-Q23):

NEW QUESTION # 18

Which requirements ensure compliant SMS marketing with SAP Emarsys? Note: There are 3 correct answers to this question.

- A. A single opt-out process in marketing messages must be included.
- B. Opt-in permission must be obtained for the type of content being sent.
- C. Technical and legal requirements of the destination regions must be adhered to.
- D. Country codes must be maintained in the +00 format.
- E. A short code for opting out of SMS messages to all countries must be defined.

Answer: A,B,C

Explanation:

SMS compliance in SAP Emarsys involves:

- * Option B: Correct. A clear opt-out process (e.g., "Reply STOP") must be included in messages.
- * Option D: Correct. Regional laws (e.g., GDPR, TCPA) and technical standards must be followed.

- * Option E:Correct. Opt-in consent specific to SMS content is mandatory for compliance.
- * Option A:Incorrect. Country codes use "+[code]" (e.g., +1), not strictly "+00."
- * Option C:Incorrect. Short codes vary by country; a single code isn't required universally.The SAP Emarsys Help Portal under "SMS Compliance" outlines these requirements.References:SAP Emarsys Help Portal - "SMS Channel" (<https://help.emarsys.com/>).

NEW QUESTION # 19

Only 50% of the push messages in your test campaign are delivered. The error messages indicate issues with the Mobile Engage push token. Which of the following could be the cause? Note: There are 3 correct answers to this question.

- A. Outdated app version
- B. Invalid personalization token
- C. Incorrect campaign criteria
- D. Incorrect segment criteria
- E. Outdated app certificate

Answer: A,B,E

Explanation:

Mobile Engage push token issues in SAP Emarsys:

- * Option B:Correct. An outdated app certificate (e.g., APNs, FCM) can invalidate tokens, preventing delivery.
- * Option D:Correct. An invalid personalization token in the message can cause delivery failures.
- * Option E:Correct. An outdated app version may not refresh tokens correctly, leading to errors.
- * Option A:Incorrect. Campaign criteria affect targeting, not token validity.
- * Option C:Incorrect. Segment criteria define recipients, not token-related delivery.The SAP Emarsys Help Portal under "Mobile Engage" lists these as common issues.References:SAP Emarsys Help Portal - "Mobile Engage" (<https://help.emarsys.com/>).

Below is the seventh batch of 10 questions (61-70) related to SAP Emarsys, with answers verified against official SAP Emarsys documentation as of March 07, 2025. Each question follows the requested format, including a comprehensive explanation and references to official SAP sources where applicable.

NEW QUESTION # 20

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

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

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 # 21

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. Manage optional content
- B. Link Editor
- C. Emarsys Scripting Language

- D. Personalization token

Answer: C,D

Explanation:

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/>).

NEW QUESTION # 22

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

- A. Analytics > Revenue Analytics
- B. Management > Smart Insight Settings
- C. Analytics > Customer Lifecycle
- D. Contacts > Combined Segments

Answer: C

Explanation:

To create a segment of low spenders for a lifecycle program, you need a tool that provides both a visual breakdown of buyer status (e.g., spending behavior) and segmentation capabilities:

- * Option C (Analytics > Customer Lifecycle):Correct. The Customer Lifecycle dashboard in SAP Emarsys provides a visual overview of buyer statuses (e.g., first-time, repeat, low spenders) based on purchase data from Smart Insight. It also allows you to create segments directly from this view.
- * Option A:Incorrect. Smart Insight Settings is for configuring data feeds, not for visualizing or creating segments.
- * Option B:Incorrect. Combined Segments is for building segments but lacks the visual buyer status breakdown.
- * Option D:Incorrect. Revenue Analytics shows revenue trends, not detailed buyer status visuals or direct segment creation.The SAP Emarsys Help Portal under "Customer Lifecycle" confirms this functionality.References:SAP Emarsys Help Portal - "Customer Lifecycle" (<https://help.emarsys.com/>).

NEW QUESTION # 23

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