

Authorized C-C4H22-2411 Pdf - C-C4H22-2411 Premium Exam



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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Emarsys

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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">• 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 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">• 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 (Q74-Q79):

NEW QUESTION # 74

You are preparing for a big in-store event. You want to use the data collected from the in-store event for a follow-up campaign. Specifically you want to segment by the registration source and the registration date.

What custom field types do you need to create? Note: There are 2 correct answers to this question.

- A. URL field
- B. Date-entry
- C. Single choice
- D. Multiple choice

Answer: B,C

Explanation:

To segment by registration source and date:

* Option A (Date-entry):Correct. A date field is needed to store and filter by registration date.

* Option C (Single choice):Correct. A single-choice field (e.g., dropdown) can store the registration source (e.g., "In-Store Event").

* Option B:Incorrect. Multiple choice is unnecessary since each contact has one source.

* Option D:Incorrect. URL field is irrelevant for this data. The SAP Emarsys Help Portal under "Field Editor" confirms these field types for segmentation. References:SAP Emarsys Help Portal - "Field Editor" (<https://help.emarsys.com/>).

NEW QUESTION # 75

You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks.

When is the segment refreshed? Note: There are 2 correct answers to this question.

- A. Hourly
- **B. On a daily basis**
- C. Every 2 hours
- **D. When the Web Channel campaign is launched**

Answer: B,D

Explanation:

In SAP Emarsys, when a segment is used as a recipient source for a Web Channel campaign, the segment is evaluated and refreshed at specific intervals to determine which contacts see the campaign:

* Option A:Correct. The segment is refreshed when the Web Channel campaign is launched to ensure the initial set of recipients is accurate based on the segment criteria at that moment.

* Option D:Correct. After launch, segments for Web Channel campaigns are refreshed daily by default to account for changes in contact data (e.g., new contacts meeting the segment criteria).

* Option B and C:Incorrect. Hourly or every 2-hour refreshes are not standard for Web Channel campaigns. These frequencies might apply to real-time triggers or other channels (e.g., email personalization), but Web Channel segment refreshes are aligned with a daily cycle unless customized otherwise via advanced settings or API.The SAP Emarsys Help Portal under "Web Channel" and "Segmentation" sections confirms that segments are evaluated at launch and refreshed daily for active campaigns.References:SAP Emarsys Help Portal - "Web Channel Campaigns" (<https://help.emarsys.com/>).

NEW QUESTION # 76

You want reply mail to be sent to an external, monitored inbox on one of your own servers. How can you do this? Note: There are 2 correct answers to this question.

- **A. Configure the SAP Emarsys Reply Management feature to forward replies.**
- B. Configure the SAP Emarsys MX DNS record by adding your own server domain.
- C. Configure the SAP Emarsys MX DNS record in your template footer to forward replies.
- **D. Configure the SAP Emarsys MX DNS record and create your own MX record in parallel.**

Answer: A,D

Explanation:

To route reply mail to an external inbox in SAP Emarsys:

* Option B:Correct. The Reply Management feature allows configuration to forward replies to a specified external inbox.

* Option D:Correct. Configuring the Emarsys MX DNS record alongside your own MX record ensures replies are routed to your server while maintaining Emarsys email functionality.

* Option A:Incorrect. The template footer doesn't control MX records or reply routing.

* Option C:Incorrect. Adding your domain to the Emarsys MX record alone doesn't suffice without parallel configuration.The SAP Emarsys Help Portal under "Reply Management" and "DNS Configuration" details these options.References:SAP Emarsys Help Portal - "Reply Management" (<https://help.emarsys.com/>).

NEW QUESTION # 77

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. Country codes must be maintained in the +00 format.
- D. A short code for opting out of SMS messages to all countries must be defined.
- **E. Technical and legal requirements of the destination regions must be adhered to.**

Answer: A,B,E

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 # 78

A one-time promotional email campaign is scheduled to be sent for all female contacts in the database. New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

- A. Email Settings > Recipient source > Generated through an event > On Registration
- B. Email Settings > Recipient source > Mobile Engage segment
- **C. Email Settings > Recipient source > Using a segment**
- D. Email Settings > Recipient source > Web behavior segment

Answer: C

Explanation:

For a one-time email campaign including all female contacts (existing and new):

- * Option A: Correct. Using a segment (e.g., "Gender = Female") as the recipient source ensures all current and newly added female contacts are included, as segments dynamically update until campaign launch.
- * Option B: Incorrect. Mobile Engage segment is specific to mobile push, not email.
- * Option C: Incorrect. Web behavior segment focuses on web actions, not gender or registration.
- * Option D: Incorrect. "On Registration" is an event trigger for automation, not a one-time batch send.

The SAP Emarsys Help Portal under "Email Campaigns" confirms segments for dynamic recipient inclusion. References: SAP Emarsys Help Portal - "Email Campaigns" (<https://help.emarsys.com/>).

NEW QUESTION # 79

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