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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 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	• 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	• 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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q73-Q78):

NEW QUESTION # 73
Which of the following describes the SAP Emarsys Web Extend functionality? Note: There are 2 correct answers to this question.

- A. Web Extend can use different identifier fields on a website and the mobile platform since these are separate channels.
- B. Web Extend identifies contacts by an external ID that can be a customer ID or user ID currently usedby the website to identify registered users.
- C. Web Extend syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours.
- D. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website.

Answer: B,C

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 areBandC. 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 aweb-based tracking toolthat 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 canidentify 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 Predictrecommendations 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 byB(identifying contacts via an external ID like a customer or user ID) andC(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 # 74

You want to see an engagement summary for Mobile Engage Push and SMS channels for a given month.
Where can you find this report in Analytics?

- A. Revenue Analytics
- B. Strategic Dashboard
- C. Campaign Analytics
- D. Value Measurement

Answer: C

Explanation:
To view an engagement summary for Mobile Engage Push and SMS channels:
* Option B (Campaign Analytics):Correct. Campaign Analytics provides detailed engagement metrics (e.g., sends, opens, clicks) for specific channels like Mobile Engage Push and SMS over a selected time period, such as a month.
* Option A:Incorrect. Revenue Analytics focuses on revenue attribution, not channel engagement.
* Option C:Incorrect. Value Measurement is for ROI and business value, not detailed engagement summaries.
* Option D:Incorrect. Strategic Dashboard offers high-level KPIs, not channel-specific engagement details.The SAP Emarsys Help Portal under "Campaign Analytics" confirms this.References:SAP Emarsys Help Portal - "Campaign Analytics" (https://help.emarsys.com/).

NEW QUESTION # 75

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

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

Answer: C

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 # 76
You are an account owner and must set up security levels for account access and data management. You receive a "Forbidden" message. What should you do to fix this error?

- A. Go to Management > User Management and verify your email address.
- B. Clear your cookies and access Management > Security Settings.
- C. Check your email for a link to access the Account Security Settings.
- D. Create a new account owner role and email to access Security Settings.

Answer: C

Explanation:
In SAP Emarsys, the "Forbidden" error message when attempting to access the Security Settings page as an Account Owner indicates that a prerequisite step has not been completed. Specifically, Account Owners must verify their email address before they can access the Security Settings page under the Management menu.
This requirement is explicitly outlined in Emarsys documentation to ensure account security and prevent unauthorized access.
The correct action to resolve this issue is to navigate toManagement > User Managementand verify your email address. According to the Emarsys Help documentation, "Please note that account owners must verify their email address (Management > User Management) before accessing this page. Trying to open Security Settings without a verified email address will result in an error message: 'Forbidden'" (reference: "Security settings:: Your account Security Settings," updated October 17, 2024). This step ensures that the Account Owner's identity is confirmed, aligning with Emarsys' security protocols.
Let's examine why the other options are incorrect:
* A. Create a new account owner role and email to access Security Settings:This is not a valid solution. Creating a new Account Owner role or email does not address the root cause of the
"Forbidden" error, which is the lack of email verification for the existing Account Owner. Furthermore, only existing Account Owners or Emarsys Support can promote users to the Account Owner role, and the email address field for an Account Owner can only be changed byEmarsys Support, not by creating a new role (reference: "About Account Owners," updated September 25, 2024).
* C. Check your email for a link to access the Account Security Settings:While an activation email is sent during the initial Account Owner setup, this option does not apply to fixing the "Forbidden" error after the account is created. The email verification process occurs within the platform under User Management, not via an external link specifically for accessing Security Settings (reference: "Activating your Account Owner role," updated October 29, 2024).
* D. Clear your cookies and access Management > Security Settings:Clearing cookies might resolve some browser-related issues, but it has no bearing on the "Forbidden" error, which is tied to the email verification requirement enforced by the Emarsys platform, not a local browser issue.
Once the email address is verified inManagement > User Management, the Account Owner can access the Security Settings page without encountering the "Forbidden" error. This page allows configuration of security levels for account access and data management, such as setting permitted email domains, IP access controls, and API credentials (reference: "Security settings:: Your account Security Settings," updated November 11,
2024). This process underscores Emarsys' emphasis on securing account administration tasks, ensuring only verified Account Owners can modify critical settings.

NEW QUESTION # 77
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. Back in stock threshold
- B. Quantity
- C. Stock amount
- D. Availability

Answer: A,C

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 # 78

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