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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 (Q79-Q84):

### NEW QUESTION # 79

You want to set up a Web Push campaign including notifications to user groups across multiple browsers. Which of the following apply to Web Push messages? Note: There are 2 correct answers to this question.

- A. Time to Live (TTL) can be a maximum of 7 days.
- B. Banner images are supported across all browsers and operating systems.
- C. Multiple languages are supported across all browsers and operating systems.
- D. Recipient source must be one of the following: Automation/Using a segment/Using a contact list.

**Answer: A,D**

Explanation:

Web Push campaigns in SAP Emarsys have specific rules:

\* Option C:Correct. TTL can be set up to 7 days, defining how long a notification remains valid if the browser is offline.

\* Option D:Correct. Recipient sources for Web Push are Automation, segments, or contact lists, aligning with campaign setup options.

\* Option A:Incorrect. Banner images depend on browser support (e.g., Chrome supports them, but not all browsers do universally).

\* Option B:Incorrect. Language support varies by browser implementation, not guaranteed across all systems. The SAP Emarsys Help Portal under "Web Push" confirms TTL and recipient options.

References:SAP Emarsys Help Portal - "Web Push" (<https://help.emarsys.com/>).

### NEW QUESTION # 80

Which of the following metrics are available in the Store Reporting dashboard? Note: There are 3 correct answers to this question.

- A. Total Refunds
- B. Average Purchase Value
- C. New Store Revenue
- D. Store Revenue
- E. Store Purchases

**Answer: B,D,E**

Explanation:

The Store Reporting dashboard in SAP Emarsys (via Smart Insight) includes:

\* Option C (Store Revenue):Correct. Total revenue per store is a key metric.

\* Option D (Store Purchases):Correct. Number of purchases per store is tracked.

\* Option E (Average Purchase Value):Correct. Average order value per store is available.

\* Option A:Incorrect. "New Store Revenue" isn't a standard metric; it's just "Store Revenue."

\* Option B:Incorrect. Refunds are not typically detailed in Store Reporting. The SAP Emarsys Help Portal under "Store Reporting" lists these metrics. References:SAP Emarsys Help Portal - "Smart Insight - Store Reporting" (<https://help.emarsys.com/>).

Below is the eighth batch of 10 questions (71-80) 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 # 81

Which of the following API permissions is required for an Emarsys API user to enable SAP Customer Data Platform integration with SAP Emarsys?

- A. contact.create

- B. field.view
- C. campaign.sent
- D. account.create

**Answer: A**

Explanation:

To integrate SAP Emarsys with SAP Customer Data Platform (CDP), the API user must have permissions to manage contact data, as this is a core aspect of the integration:

- \* Option D (contact.create):Correct. This permission allows the API user to create and update contacts, which is essential for syncing contact data between Emarsys and CDP.
- \* Option A:Incorrect. account.create is for managing accounts, not relevant to CDP integration.
- \* Option B:Incorrect. field.view only allows viewing field definitions, not data manipulation.
- \* Option C:Incorrect. campaign.sent is for retrieving campaign data, not contact syncing.The SAP Emarsys API Documentation and CDP integration guide specify contact.create as a key permission for this use case.References:SAP Emarsys API Documentation - "API Permissions" (<https://dev.emarsys.com>), SAP Help Portal - "SAP CDP Integration".

## NEW QUESTION # 82

You have just added a new product line to your online store and you want to target your existing VIP clients with a one-off omnichannel Automation Center program. Which entry node do you use?

- A. Channel Engagement
- **B. Target segment**
- C. External event
- D. Entry from program

**Answer: B**

Explanation:

For a one-off omnichannel program targeting VIP clients in the Automation Center:

- \* Option A (Target segment):Correct. A segment of VIP clients (e.g., based on purchase history) is used as the entry node for a one-time campaign across channels.
  - \* Option B:Incorrect. Channel Engagement is not an entry node; it's a metric or condition, not a starting point.
  - \* Option C:Incorrect. Entry from program is for linking programs, not a one-off entry.
  - \* Option D:Incorrect. External event is for real-time triggers (e.g., API calls), not a static segment.The SAP Emarsys Help Portal under "Automation Center" confirms Target Segment for one-off campaigns.
- References:SAP Emarsys Help Portal - "Automation Center" (<https://help.emarsys.com/>).

## NEW QUESTION # 83

You created link categories under Management > Link Categories. Where can you utilize them? Note: There are 2 correct answers to this question.

- **A. Contacts > Segments**
- B. Main Dashboard > Email Results widget
- **C. Analytics > Trends**
- D. VCE Email Editor > Predict Mail Category widget

**Answer: A,C**

Explanation:

In SAP Emarsys, link categories are utilized to segment recipients based on their interactions with specific types of links. After creating link categories under Management > Link Categories, you can assign them to links within your email content. This categorization allows for more targeted analysis and segmentation.

Utilization in Contacts > Segments: Within the Contacts > Segments section, you can filter contacts based on their engagement with links from specific categories. This enables the creation of segments that reflect user behavior related to particular link types, enhancing targeted marketing efforts.

Utilization in Analytics > Trends: In the Analytics > Trends area, link categories help analyze trends in user interactions with different link types over time. This analysis provides insights into the effectiveness of various link categories, informing future content

strategies.

While the Main Dashboard's Email Results widget provides an overview of email performance, it doesn't specifically utilize link categories. Similarly, the VCE Email Editor's Predict Mail Category widget focuses on predictive content recommendations and isn't directly related to link categories.

## NEW QUESTION # 84

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