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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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.
Topic 4	• 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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q66-Q71):

NEW QUESTION # 66
You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct answers to this question.

- A. Use an SAP Emarsys Customer Engagement internal ID.
- B. Use phone number.
- C. Use first name and last name.
- D. Use email address.
- E. Use an external ID.

Answer: A,D,E

Explanation:
For unique contact identification in SAP Emarsys:
* Option A:Correct. Email address is a primary unique identifier, widely used.
* Option C:Correct. External ID (e.g., CRM ID) is recommended for integration and uniqueness.
* Option D:Correct. Emarsys internal ID ensures uniqueness within the platform.
* Option B:Incorrect. Phone numbers can change or be non-unique (e.g., shared).
* Option E:Incorrect. First and last names are not unique identifiers.The SAP Emarsys Help Portal under "Contact Management" recommends these identifiers.References:SAP Emarsys Help Portal - "Contact Management" (https://help.emarsys.com/).

NEW QUESTION # 67

What data collection commands does Web Extend support? Note: There are 3 correct answers to this question.

- A. Purchase
- B. Go
- C. Review
- D. SetPassword
- E. SetCustomerId

Answer: A,B,E

Explanation:
Web Extend commands in SAP Emarsys collect behavioral data:
* Option A (SetCustomerId):Correct. Identifies logged-in users by external ID.
* Option B (Purchase):Correct. Tracks purchase events with product details.
* Option D (Go):Correct. Records page views for tracking navigation.
* Option C:Incorrect. "Review" is not a standard command; reviews are custom events.
* Option E:Incorrect. "SetPassword" is not a Web Extend command.The SAP Emarsys Help Portal under "Web Extend
Commands" lists these options.References:SAP Emarsys Help Portal - "Web Extend" (https://help.emarsys.com/).

NEW QUESTION # 68
You need to update some existing contact records using the SAP Emarsys Customer Engagement API. Which HTTP method
should be used when calling the API?

- A. DELETE
- B. POST
- C. GET
- D. PUT

Answer: D

Explanation:
For updating contacts via the SAP Emarsys API:
* Option C (PUT):Correct. The PUT method is used to update existing contact records by specifying the contact ID and new data.
* Option A:Incorrect. POST is for creating new resources, not updating existing ones.
* Option B:Incorrect. DELETE removes contacts, not updates them.
* Option D:Incorrect. GET retrieves data, not modifies it.The SAP Emarsys API Documentation under
"Contact Endpoints" specifies PUT for updates.References:SAP Emarsys API Documentation -
"Contact API" (https://dev.emarsys.com/).

NEW QUESTION # 69
You are creating personalization tokens that you can reuse across different channel campaigns. Which of the following token types
are available? Note: There are 2 correct answers to this question.

- A. Email Address
- B. Custom Data
- C. External Data
- D. Contact Data

Answer: C,D

Explanation:
Personalization tokens in SAP Emarsys allow reusable data insertion across channels:
* Option A (Contact Data):Correct. Tokens can pull from contact fields (e.g., first name, email), a core personalization type.
* Option C (External Data):Correct. Tokens can use data from external sources (e.g., Relational Data or API feeds) for dynamic
content.
* Option B:Incorrect. "Email Address" is a specific field within Contact Data, not a distinct token type.
* Option D:Incorrect. "Custom Data" is not a defined token type; custom fields fall under Contact Data or External Data.The SAP
Emarsys Help Portal under "Personalization Tokens" lists Contact Data and External Data as key types.References:SAP Emarsys
Help Portal - "Personalization Tokens" (https://help.emarsys.com/).

NEW QUESTION # 70

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 # 71

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