

C-C4H22-2411 Questions & Latest C-C4H22-2411 Exam Questions Vce



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 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 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 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 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.

>> C-C4H22-2411 Questions <<

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q21-Q26):

NEW QUESTION # 21

You want to collect data from contacts using forms. Which forms does SAP Emarsys Customer Engagement offer? Note: There are 3 correct answers to this question.

- **A. Newsletter Registration**
- B. Background Registration
- **C. Change Profile**
- **D. General Registration**
- E. Consent Management

Answer: A,C,D

Explanation:

SAP Emarsys provides several form types to collect contact data:

* Option A (General Registration): Correct. This form is used for new contact sign-ups, collecting basic information like email or name.

* Option B (Newsletter Registration): Correct. Specifically designed for subscribing contacts to newsletters, often with opt-in options.

* Option C (Change Profile): Correct. Allows contacts to update their existing profile data (e.g., preferences, contact details).

* Option D: Incorrect. "Background Registration" is not a recognized form type in Emarsys documentation.

* Option E: Incorrect. While consent management is a feature, it's not a distinct form type; it's integrated into other forms like Newsletter Registration. The SAP Emarsys Help Portal under "Forms" lists General Registration, Newsletter Registration, and Change Profile as standard options. References: SAP Emarsys Help Portal - "Forms" (<https://help.emarsys.com/>).

NEW QUESTION # 22

Which of the following statements apply when importing product data files into SAP Emarsys Customer Engagement? Note: There

are 2 correct answers to this question.

- A. A comma (,) must be used to separate multiple values in category fields.
- B. Uploading product data files over a secure connection with password protection is supported.
- C. Redundant white spaces are automatically trimmed unless they are quoted (e.g., 1, 2, 3 is the same as 1,2,3).
- D. Values are NOT case sensitive, (e.g., Women Dress 100 is the same as women_dress_100).

Answer: A,C

Explanation:

For product data imports in SAP Emarsys:

* Option A:Correct. Redundant white spaces are trimmed unless quoted, ensuring consistent parsing.

* Option D:Correct. Commas are the standard separator for multi-value fields like categories.

* Option B:Incorrect. Password protection isn't a supported feature for uploads; security is via SFTP /HTTPS.

* Option C:Incorrect. Values are case-sensitive in product feeds (e.g., "Women" # "women").The SAP Emarsys Help Portal under "Product Catalog Import" confirms these rules.References:SAP Emarsys Help Portal - "Product Catalog" (<https://help.emarsys.com/>).

NEW QUESTION # 23

Web Recommender widgets can display cross-sell and up-sell recommendations to customers as they navigate your website. Which widgets should be placed on product pages? Note: There are 2 correct answers to this question.

- A. Related widget
- B. Search widget
- C. Also-Bought widget
- D. Personal widget

Answer: A,C

Explanation:

Web Recommender widgets in SAP Emarsys enhance product pages:

* Option B (Also-Bought widget):Correct. Shows items frequently purchased together, ideal for cross- sell on product pages.

* Option C (Related widget):Correct. Displays similar or complementary items, supporting up-sell and cross-sell.

* Option A:Incorrect. Personal widgets are broader and not product-page-specific.

* Option D:Incorrect. Search widgets are for search result pages, not product pages.The SAP Emarsys Help Portal under "Web Recommendations" recommends these for product pages.References:SAP Emarsys Help Portal - "Web Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 24

You are tasked with setting up a new product feed for SAP Emarsys. What rules should you follow to ensure the product feed is accepted in Predict Data Sources? Note: There are 2 correct answers to this question.

- A. Leave fields empty when they do not have a value.
- B. Use a pipe to separate fields.
- C. Include the field names in the first row.
- D. Use ASCII encoding.

Answer: A,C

Explanation:

For a product feed in Predict Data Sources:

* Option A:Correct. Empty fields should be left blank (not null or placeholder) to avoid processing errors.

* Option C:Correct. The first row must contain field names (e.g., item_id, title) for proper mapping.

* Option B:Incorrect. UTF-8 is the recommended encoding, not ASCII, to support international characters.

* Option D:Incorrect. Commas are the default separator for CSV feeds; pipes are not standard unless specified.The SAP Emarsys Help Portal under "Predict Data Sources" outlines these rules.References: SAP Emarsys Help Portal - "Predict Data Sources" (<https://help.emarsys.com/>).

NEW QUESTION # 25

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 syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours.
- C. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website.
- D. 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.

Answer: B,D

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 are B and C. 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 a web-based tracking tool that 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 can identify 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 Predict recommendations 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 by B (identifying contacts via an external ID like a customer or user ID) and C (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 # 26

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As the labor market becomes more competitive, a lot of people, of course including students, company employees, etc., and all want to get SAP authentication in a very short time, this has developed into an inevitable trend. Each of them is eager to have a strong proof to highlight their abilities, so they have the opportunity to change their current status, including getting a better job, have higher pay, and get a higher quality of material, etc. It is not easy to qualify for a qualifying exam in such a short period of time. Our company's C-C4H22-2411 Study Guide is very good at helping customers pass the exam and obtain a certificate in a short time, and now I'm going to show you our C-C4H22-2411 exam dumps. Our products mainly include the following major features.

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