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QUESTION & ANSWERS

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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"> • 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 3	<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 4	<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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q25-Q30):

NEW QUESTION # 25

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

Answer: B

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 to Management > User Management and 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 by Emarsys 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 in Management > 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 # 26

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

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 # 27

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct answers to this question.

- A. Set up IP access control
- B. Create external events.
- C. Define the permitted email domains.
- D. Deactivate users.

Answer: A,C

Explanation:

The Security Settings page in SAP Emarsys is a critical administrative interface accessible only to Account Owners, allowing them to configure security levels for account access and data management. According to the official SAP Emarsys documentation, the correct answers are A (Set up IP access control) and C (Define the permitted email domains). Below is a detailed explanation of each option, validated against Emarsys resources, to clarify why these two are correct and the others are not.

* A. Set up IP access control:

* Explanation: Account Owners can configure IP access control on the Security Settings page to enhance account security. This feature restricts login access to approved IP addresses, requiring two-step authentication for logins from unrecognized IPs. The documentation states, "Set up IP access control: This is an optional, but highly recommended, security feature that requires two-step authentication for all login attempts from unrecognized IP addresses" (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). When enabling this feature, Account Owners can define allowlisted IP addresses or ranges, ensuring that users logging in from these IPs can use only their username and password, while others must complete additional verification. This action is a core capability of the Security Settings page, making option A correct.

* B. Define the permitted email domains:

* Explanation: Another key action available to Account Owners on the Security Settings page is defining permitted email domains. This setting ensures that all users in the account have email addresses from approved domains, as Emarsys only sends invitation emails and security-related communications (e.g., password resets) to these domains. The documentation confirms, "Define the permitted email domains: All the users in your account must have valid email addresses that belong to a domain listed here" (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). At least one domain must be specified (e.g., the Account Owner's domain), and multiple domains can be added as needed. This is a fundamental security configuration task exclusive to the Security Settings page, validating option B.

* C. Create external events:

* Explanation: Creating external events is not an action performed on the Security Settings page.

External events in SAP Emarsys are used to trigger automated actions (e.g., emails or program entries) based on data imports or API calls, and their setup occurs in the Automation Center or via API configurations, not under Security Settings. The documentation specifies that external events are managed through "Automation > External Events" or API integration settings (reference: "External Events Setup," updated October 2024), and the Security Settings page focuses solely on access and data management controls (e.g., IP restrictions, email domains, API credentials). Thus, this action is outside the scope of the Security Settings page, making option C incorrect.

* D. Deactivate users:

* Explanation: Deactivating users is an administrative task performed on the User Management page, not the Security Settings page. Account Owners can deactivate user profiles to prevent login access (e.g., if credentials are compromised) by navigating to Management > User Management > Users, selecting a user, and using the deactivate option. The documentation states, "As Account Owner, you can also edit user profiles on the User Management page, as well as deactivate and reactivate them" (reference: "Creating and managing users," updated June 10, 2024).

While security-related, this action is distinct from the configurations available on the Security Settings page, which focuses on account-wide settings rather than individual user management, disqualifying option D.

Additional Context: The Security Settings page also allows other actions, such as creating API credentials and WebDAV users, or setting up Keyring for SFTP imports (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). However, the question limits the correct answers to two, and options A and B are explicitly highlighted as primary tasks in the documentation. Options C and D, while relevant to broader account administration, do not align with the specific functionalities of the Security Settings page.

Conclusion: The actions an Account Owner can perform on the Security Settings page include setting up IP access control (A) and defining the permitted email domains (B), as these are core security configurations explicitly supported by this interface in SAP Emarsys.

NEW QUESTION # 28

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

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

Answer: A,D,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 # 29

How many domains can you set up in Web Channel if they are all using the same Merchant ID?

- A. Up to 10
- B. Two

- C. One
- D. Unlimited

Answer: D

Explanation:

In SAP Emarsys Web Channel, domains are configured to deliver personalized content:

* Option C (Unlimited): Correct. You can set up multiple domains under the same Merchant ID, with no explicit limit, as long as they are properly configured and verified (e.g., via DNS settings). This allows a single account to manage Web Channel campaigns across various websites.

* Option A: Incorrect. There's no restriction to 10 domains in the documentation.

* Option B: Incorrect. Limiting to one domain would restrict multi-site use cases.

* Option D: Incorrect. Two is not a specified limit; it's arbitrarily low. The SAP Emarsys Help Portal under "Web Channel Setup" confirms no fixed domain limit per Merchant ID. References: SAP Emarsys Help Portal - "Web Channel" (<https://help.emarsys.com/>).

NEW QUESTION # 30

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