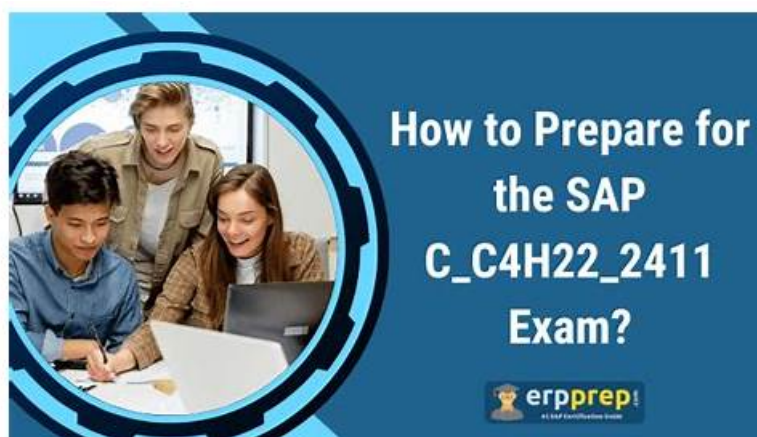


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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q77-Q82):

NEW QUESTION # 77

You want to connect your own hosted databases to SAP Emarsys Customer Engagement using Relational Data. Which of the following connection types are available? Note: There are 3 correct answers to this question.

- A. Snowflake
- B. IBM DB2
- C. Google BigQuery
- D. Oracle database
- E. MySQL

Answer: A,C,E

Explanation:

Relational Data in SAP Emarsys supports:

- * Option A (MySQL):Correct. A widely supported SQL database.
- * Option C (Snowflake):Correct. A cloud-based data warehouse supported for integration.
- * Option E (Google BigQuery):Correct. Another cloud data platform compatible with Relational Data.
- * Option B:Incorrect. Oracle is not listed as a supported connection.
- * Option D:Incorrect. IBM DB2 is not supported natively.The SAP Emarsys Help Portal under "Relational Data" confirms MySQL, Snowflake, and BigQuery.References:SAP Emarsys Help Portal - "Relational Data" (<https://help.emarsys.com/>).

NEW QUESTION # 78

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

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

Answer: D

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 # 79

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

Answer: C

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 # 80

You are implementing Web Channel and you are told to use all Web campaign types available. What are your choices? Note: There are 3 correct answers to this question.

- A. Embed: to replace a selected element on your website
- B. Overlay: to have content appear above the normal website content
- C. Ribbon: to display a ribbon at the top or bottom of the page
- D. Category: to insert a category-level recommendation
- E. Space: to insert blank elements on your website

Answer: A,B,C

Explanation:

SAP Emarsys Web Channel offers specific campaign types:

* Option A (Embed):Correct. Replaces an element on the site with campaign content.
 * Option B (Ribbon):Correct. Displays a banner at the top or bottom of the page.
 * Option E (Overlay):Correct. Shows content (e.g., pop-ups) above the website.
 * Option C:Incorrect. "Space" is not a Web Channel campaign type; it's a misnomer.
 * Option D:Incorrect. "Category" relates to recommendations, not a distinct campaign type.The SAP Emarsys Help Portal under "Web Channel" lists Embed, Ribbon, and Overlay as types.References:SAP Emarsys Help Portal - "Web Channel" (<https://help.emarsys.com/>).

NEW QUESTION # 81

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

- A. Contacts > Combined Segments
- B. Management > Smart Insight Settings
- C. Analytics > Revenue Analytics
- D. Analytics > Customer Lifecycle

Answer: D

Explanation:

To create a segment of low spenders for a lifecycle program, you need a tool that provides both a visual breakdown of buyer status (e.g., spending behavior) and segmentation capabilities:

* Option C (Analytics > Customer Lifecycle):Correct. The Customer Lifecycle dashboard in SAP Emarsys provides a visual overview of buyer statuses (e.g., first-time, repeat, low spenders) based on purchase data from Smart Insight. It also allows you to create segments directly from this view.
 * Option A:Incorrect. Smart Insight Settings is for configuring data feeds, not for visualizing or creating segments.
 * Option B:Incorrect. Combined Segments is for building segments but lacks the visual buyer status breakdown.
 * Option D:Incorrect. Revenue Analytics shows revenue trends, not detailed buyer status visuals or direct segment creation.The SAP Emarsys Help Portal under "Customer Lifecycle" confirms this functionality.References:SAP Emarsys Help Portal - "Customer Lifecycle" (<https://help.emarsys.com/>).

NEW QUESTION # 82

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