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SAP Certified Associate - Implementation Consultant - SAP

Emarsys

QUESTION & ANSWERS

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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	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	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	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.

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

NEW QUESTION # 66

Where can you check the average purchase details of an individual contact?

- **A. Unified Customer Profile**
- B. Contact Analytics
- C. Predict Data Sources
- D. Customer Lifecycle

Answer: A

Explanation:

To view average purchase details for a contact:

* Option D (Unified Customer Profile):Correct. This provides a detailed view of an individual contact, including average purchase metrics from Smart Insight data.

* Option A:Incorrect. Predict Data Sources manages product feeds, not contact purchases.

* Option B:Incorrect. Contact Analytics is aggregate, not individual-focused.

* Option C:Incorrect. Customer Lifecycle shows trends, not specific averages per contact.The SAP Emarsys Help Portal under "Unified Customer Profile" confirms this feature.References:SAP Emarsys Help Portal - "Unified Customer Profile" (<https://help.emarsys.com/>).

NEW QUESTION # 67

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

Answer: B,D

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 # 68

You have 1500 contacts and have manually uploaded 100 additional new ones, but the number of available contacts on the Database Growth widget still shows 1500. You checked that the email address fields are filled and the email addresses are valid. What are some possible reasons why the additional new contacts are not showing up? Note: There are 2 correct answers to this question.

- A. The opt-in field was not set to TRUE.
- B. Too many new contacts were uploaded at the same time.
- C. The update takes at least 24 hours to show in the widget.
- D. The Database Growth widget only shows auto-imported contacts.

Answer: A,C

Explanation:

If new contacts don't appear in the Database Growth widget:

- * Option A:Correct. The widget updates periodically (often daily), so a delay of up to 24 hours is possible.
- * Option D:Correct. If the opt-in field isn't TRUE, contacts may not count as "available" for marketing.
- * Option B:Incorrect. Upload volume doesn't inherently block updates.
- * Option C:Incorrect. The widget includes manual uploads, not just auto-imports.The SAP Emarsys Help Portal under "Database Growth" explains update timing and opt-in impact.References:SAP Emarsys Help Portal - "Database Growth" (<https://help.emarsys.com/>).

NEW QUESTION # 69

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

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

Answer: C,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 # 70

Which of the following statements apply when using Google Product Feed (GPF)?

- Answer: B**

* Option D:Incorrect. Custom fields in GPF use a specific syntax, but "c_*" is not the standard format per Emarsys documentation (it's more aligned with Google's custom attributes).The SAP Emarsys Help Portal under "Google Product Feed" confirms support for multiple feeds.References:SAP Emarsys Help Portal - "Google Product Feed" (<https://help.emarsys.com/>).

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