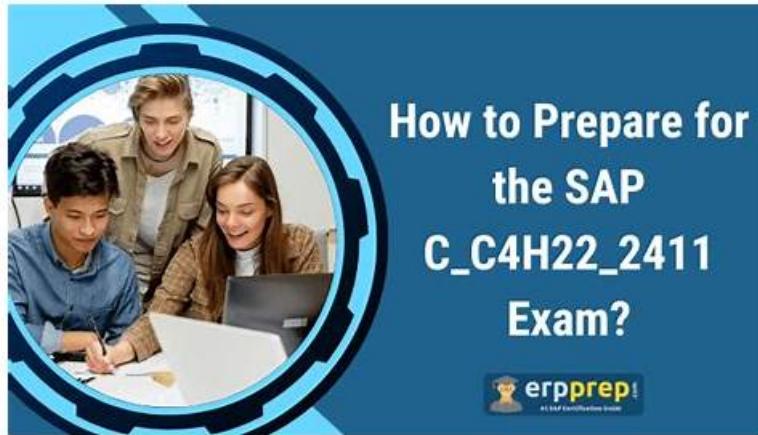


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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q58-Q63):

NEW QUESTION # 58

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

- A. United States is selected as the default locale if a language is not supported.
- B. A custom field can be inserted using `c_*` format.
- **C. Multiple GPFs are supported for clients who target multiple countries.**
- D. Multiple GPFs are not supported for clients who use multiple languages.

Answer: C

Explanation:

Google Product Feed (GPF) integration in SAP Emarsys enhances product recommendations:

- * Option C:Correct. Multiple GPFs are supported for clients targeting multiple countries, allowing tailored feeds per region or market.
- * Option A:Incorrect. There's no mention of the U.S. as a default locale; unsupported languages typically fall back to a client-defined default.
- * Option B:Incorrect. Multiple GPFs are supported regardless of language use, countering this statement.
- * 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/>).

NEW QUESTION # 59

What are some SAP recommended guiding principles to achieve clean core operations? Note: There are 3 correct answers to this question.

- **A. Integrate clean core practices in the end-to-end value process chain.**
- **B. Establish release management.**
- C. Define roles and responsibilities as part of a process transformation office.
- D. Establish regular housekeeping tasks and procedures.
- **E. Establish an organizational structure, technical foundation, and transformation methodology for clean core.**

Answer: A,B,E

Explanation:

This question pertains to SAP's clean core strategy (more S/4HANA-focused but interpreted here):

- * Option A:Correct. Integrating clean core practices across processes ensures minimal customizations and standard adherence.
- * Option B:Correct. A strong organizational and technical foundation supports clean core transformations.
- * Option D:Correct. Release management ensures updates align with clean core principles.
- * Option C:Incorrect. While roles matter, a "process transformation office" is not a specific SAP principle.
- * Option E:Incorrect. Housekeeping is operational, not a guiding principle. The SAP Help Portal under "Clean Core" lists these principles, adapted here for context. References:SAP Help Portal - "Clean Core Strategy" (<https://help.sap.com/>).

NEW QUESTION # 60

Which of the following are supported functionalities within the SAP Emarsys Customer Engagement plug-in for Shopify? Note: There are 2 correct answers to this question.

- A. Automated triggering of Shopify e-commerce events as external events in SAP Emarsys Customer Engagement
- B. Automated creation of Interactions programs for Shopify events
- C. Automated installation of the Web Recommender template in your Web shop
- D. Automated installation of the Web Extend data collection scripts on your Shopify themes

Answer: A,D

Explanation:

The Shopify plug-in for SAP Emarsys supports:

- * Option B:Correct. It automatically triggers Shopify events (e.g., purchases) as external events in Emarsys.
- * Option D:Correct. It installs Web Extend scripts for data collection on Shopify themes.
- * Option A:Incorrect. Web Recommender templates require manual setup, not automated.
- * Option C:Incorrect. Interactions programs need manual configuration, not auto-created. The SAP Emarsys Help Portal under "Shopify Integration" confirms these features. References:SAP Emarsys Help Portal - "Shopify Integration" (<https://help.emarsys.com>).

NEW QUESTION # 61

What can you do with Open Data for SAP Emarsys? Note: There are 3 correct answers to this question.

- A. Connect an Open Data project to multiple Emarsys accounts (tenants).
- B. Automatically export data and use it in your third-party BI tools.
- C. Use any business email account with Open Data.
- D. Export datasets up to 10 MB maximum.
- E. Upload your own additional data into Open Data.

Answer: A,B,E

Explanation:

Open Data in SAP Emarsys allows integration of external data:

- * Option A:Correct. An Open Data project can be connected to multiple Emarsys tenants for centralized data use.
- * Option C:Correct. Data can be automatically exported for use in third-party BI tools via APIs or scheduled exports.
- * Option E:Correct. Users can upload additional data (e.g., custom datasets) into Open Data for enrichment.
- * Option B:Incorrect. There's no strict 10 MB export limit; limits depend on configuration, not a fixed size.
- * Option D:Incorrect. Open Data requires specific setup, not just any business email account. The SAP Emarsys Help Portal under "Open Data" confirms these capabilities. References:SAP Emarsys Help Portal - "Open Data" (<https://help.emarsys.com>).

NEW QUESTION # 62

How are list-unsubscribes generated?

- A. A recipient opts out by using the Unsubscribe link in the email footer.
- B. A recipient changes his or her newsletter information in the account profile.
- C. A recipient opts out by using the Unsubscribe link provided by the email client.
- D. A recipient opts out by using the Unsubscribe link in the email header.

Answer: D

Explanation:

List-unsubscribes in SAP Emarsys refer to a standardized unsubscribe mechanism:

- * Option B:Correct. List-unsubscribes are generated when a recipient clicks the unsubscribe link in the email header, typically inserted via the List-Unsubscribe header (RFC 2369), which Emarsys supports for compliance.
- * Option A:Incorrect. Changing profile info may update preferences but doesn't trigger a list- unsubscribe.
- * Option C:Incorrect. Footer unsubscribe links typically lead to a preference center, not a list- unsubscribe.
- * Option D:Incorrect. Email client links (e.g., "Report Spam") are not managed by Emarsys as list- unsubscribes. The SAP Emarsys Help Portal under "Email Compliance" details the header-based list- unsubscribe process. References:SAP Emarsys Help Portal - "Email Compliance" (<https://help.emarsys.com>).

NEW QUESTION # 63

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