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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.

Quiz 2025 SAP C_C4H22_2411: SAP Certified Associate - Implementation Consultant - SAP Emarsys Latest Online Training

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

NEW QUESTION # 66
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. Single choice
- B. Multiple choice
- C. Date-entry
- D. URL field

Answer: A,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 # 67
Which of the following API permissions is required for an Emarsys API user to enable SAP Customer Data Platform integration with SAP Emarsys?

- A. campaign.sent
- B. field.view
- C. contact.create
- D. account.create

Answer: C

Explanation:
To integrate SAP Emarsys with SAP Customer Data Platform (CDP), the API user must have permissions to manage contact data, as this is a core aspect of the integration:
* Option D (contact.create):Correct. This permission allows the API user to create and update contacts, which is essential for syncing contact data between Emarsys and CDP.

* Option A:Incorrect. account.create is for managing accounts, not relevant to CDP integration.
* Option B:Incorrect. field.view only allows viewing field definitions, not data manipulation.
* Option C:Incorrect. campaign.sent is for retrieving campaign data, not contact syncing.The SAP Emarsys API Documentation and CDP integration guide specify contact.create as a key permission for this use case.References:SAP Emarsys API Documentation - "API Permissions" (https://dev.emarsys.
com/), SAP Help Portal - "SAP CDP Integration".

NEW QUESTION # 68

You are a consultant on an SAP S/4HANA Cloud greenfield project. Which of the following aspects should you focus on to achieve and maintain clean core data quality? Note: There are 2 correct answers to this question.

* A. Efficiency
* B. Timeliness
* C. Accuracy
* D. Stability

Answer: B,C

Explanation:
This question relates to SAP S/4HANA's clean core concept, interpreted here:
* Option B (Timeliness):Correct. Ensuring data is up-to-date is critical for clean core quality in real-time systems like S/4HANA.
* Option C (Accuracy):Correct. Accurate data is foundational to maintaining a clean core, avoiding errors from customizations.
* Option A:Incorrect. Stability is a system attribute, not a direct data quality focus.
* Option D:Incorrect. Efficiency is operational, not a primary data quality aspect.The SAP Help Portal under "Clean Core" emphasizes timeliness and accuracy for data quality.References:SAP Help Portal - "Clean Core Strategy" (https://help.sap.com/).

NEW QUESTION # 69

A one-time promotional email campaign is scheduled to be sent for all female contacts in the database. New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

* A. Email Settings > Recipient source > Using a segment
* B. Email Settings > Recipient source > Mobile Engage segment
* C. Email Settings > Recipient source > Generated through an event > On Registration
* D. Email Settings > Recipient source > Web behavior segment

Answer: A

Explanation:
For a one-time email campaign including all female contacts (existing and new):
* Option A:Correct. Using a segment (e.g., "Gender = Female") as the recipient source ensures all current and newly added female contacts are included, as segments dynamically update until campaign launch.
* Option B:Incorrect. Mobile Engage segment is specific to mobile push, not email.
* Option C:Incorrect. Web behavior segment focuses on web actions, not gender or registration.
* Option D:Incorrect. "On Registration" is an event trigger for automation, not a one-time batch send.
The SAP Emarsys Help Portal under "Email Campaigns" confirms segments for dynamic recipient inclusion.References:SAP Emarsys Help Portal - "Email Campaigns" (https://help.emarsys.com/).

NEW QUESTION # 70

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

Answer: A

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 # 71

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