

C_C4H22_2411 Practice Exams, C_C4H22_2411 Accurate Study Material



Exam Dumps 360

Exam Code: C_C4H22_2411

Exam Name | SAP Certified Associate - Implementation Consultant - SAP Emarsys

Total No. of Questions: 80

Passing Percentage: 68%

Exam Duration: 180 Minutes.

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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	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 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	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	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 (Q42-Q47):

NEW QUESTION # 42

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

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

Answer: A,B

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 B (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 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 # 43

Which of the following API permissions is required for an Emarsys API user to enable SAP Customer Data Platform integration with SAP Emarsys?

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

Answer: A

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 # 44

Which database CANNOT be used to power personalization in SAP Emarsys?

- A. Amazon Redshift
- B. **MongoDB**
- C. MySQL
- D. Microsoft SQL Server

Answer: B

Explanation:

SAP Emarsys supports specific databases for personalization via Relational Data:

- * Option A (MongoDB):Correct. MongoDB, a NoSQL database, is not supported for Emarsys personalization, which relies on SQL-based systems.
- * Option B:Incorrect. Microsoft SQL Server is supported.
- * Option C:Incorrect. Amazon Redshift is supported.
- * Option D:Incorrect. MySQL is supported.The SAP Emarsys Help Portal under "Relational Data" lists supported SQL databases, excluding MongoDB.References:SAP Emarsys Help Portal - "Relational Data" (<https://help.emarsys.com/>).

NEW QUESTION # 45

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

- **A. Unlimited**
- B. Up to 10
- C. One
- D. Two

Answer: A

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 # 46

Which of the following are valid methods to track revenue? Note: There are 2 correct answers to this question.

- **A. Last Touch > Attribution window 9 days > Touchpoint email click**
- B. First Touch > Attribution window 365 days > Touchpoint Mobile Engage Push open
- **C. First Touch > Attribution window 7 days > Touchpoint Web Channel click**
- D. First Touch > Attribution window 366 days > Touchpoint email open

Answer: A,C

Explanation:

Revenue tracking in SAP Emarsys uses attribution models:

- * Option B:Correct. Last Touch with a 9-day window and email click touchpoint is a valid setup for attributing revenue to a specific interaction.
- * Option D:Correct. First Touch with a 7-day window and Web Channel click is a standard method for tracking revenue from web interactions.
- * Option A:Incorrect. A 365-day window exceeds the typical maximum attribution window (90 days) in Emarsys.
- * Option C:Incorrect. Similarly, 366 days is beyond the supported attribution window limit.The SAP Emarsys Help Portal under "Revenue Attribution" specifies supported windows (up to 90 days) and touchpoints.References:SAP Emarsys Help Portal - "Revenue Attribution" (<https://help.emarsys.com/>).

NEW QUESTION # 47

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