

C_C4H22_2411 Valid Exam Format, C_C4H22_2411 Latest Test Practice



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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	• 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 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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q18-Q23):

NEW QUESTION # 18

Web Recommender widgets can display cross-sell and up-sell recommendations to customers as they navigate your website. Which widgets should be placed on product pages? Note: There are 2 correct answers to this question.

- A. Search widget
- B. Personal widget
- C. Related widget
- D. Also-Bought widget

Answer: C,D

Explanation:

Web Recommender widgets in SAP Emarsys enhance product pages:

- * Option B (Also-Bought widget):Correct. Shows items frequently purchased together, ideal for cross- sell on product pages.
- * Option C (Related widget):Correct. Displays similar or complementary items, supporting up-sell and cross-sell.
- * Option A:Incorrect. Personal widgets are broader and not product-page-specific.
- * Option D:Incorrect. Search widgets are for search result pages, not product pages.The SAP Emarsys Help Portal under "Web Recommendations" recommends these for product pages.References:SAP Emarsys Help Portal - "Web Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 19

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

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

Answer: D

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 # 20

You want to create a trigger in order to send a password reset email. Which data management option do you need?

- A. Form Settings > Opt-in Invitations and Interests

- B. External Event
- C. Channels > Triggered Email
- D. Field Editor

Answer: B

Explanation:

To send a password reset email in SAP Emarsys, you need to create a trigger that responds to a specific action or event, such as a user requesting a password reset. The correct option is "External Event" because it allows you to define an event (e.g., "Password Reset Requested") that can be triggered via an API call or other external system integration. This event can then be linked to an automation program or email campaign in the Automation Center to send the password reset email.

* Option A (Form Settings > Opt-in Invitations and Interests): This is used to manage subscription forms and opt-in preferences, not for triggering emails based on external actions like password resets.

* Option C (Channels > Triggered Email): While "Triggered Email" suggests an email sent based on a trigger, this is not a specific data management option in SAP Emarsys. Triggered emails are configured via automation programs or external events, not directly under "Channels."

* Option D (Field Editor): This is for managing contact fields in the database, not for setting up triggers.

The official SAP Emarsys documentation, specifically the "External Events" section, confirms that external events are used to trigger automated responses like emails based on actions outside the Emarsys platform (e.g., API-triggered password reset requests). References: SAP Emarsys Customer Engagement Help Portal - "External Events" (<https://help.emarsys.com/>).

In SAP Emarsys, to send a password reset email, you need to create a Triggered Email campaign that is activated by an External Event. An External Event serves as a trigger, initiating the sending of time-sensitive, personalized emails in response to specific user actions, such as a password reset request.

Steps to Implement a Password Reset Email:

* Create an External Event:

* Define an external event in Emarsys that will act as the trigger for the password reset email. This event will be called via the API when a user requests a password reset.

* Set Up a Triggered Email Campaign:

* Develop an email template designed for password resets.

* Configure a Triggered Email campaign that is linked to the previously created external event.

* Integrate with Your System:

* Ensure that your application or website calls the Emarsys external event via the API whenever a user initiates a password reset.

This setup ensures that the password reset emails are sent promptly and reliably, providing users with the necessary information to reset their passwords.

NEW QUESTION # 21

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. Stability
- B. Efficiency
- C. Timeliness
- D. Accuracy

Answer: C,D

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 # 22

Which of the following describe Automation programs? Note: There are 2 correct answers to this question.

- A. Automation Center should be used to create recurring lifecycle campaigns.

- **B. Interactions should be used for programs that react to a customer action.**
- C. Automation Center always ignores the opt-in status for emails.
- D. Both Automation Center and Interactions share the same entry points.

Answer: A,B

Explanation:

Automation programs in SAP Emarsys are managed via the Automation Center and Interactions:

- * Option A:Correct. Interactions are designed for real-time, event-driven programs reacting to customer actions (e.g., abandoned cart), distinct from scheduled Automation Center programs.
- * Option C:Correct. The Automation Center is ideal for recurring lifecycle campaigns (e.g., welcome series, re-engagement), offering scheduled and structured workflows.
- * Option B:Incorrect. Automation Center and Interactions have different entry points; Automation Center uses segments or events, while Interactions rely on real-time triggers.
- * Option D:Incorrect. Automation Center respects opt-in status unless explicitly overridden, ensuring compliance with marketing preferences.The SAP Emarsys Help Portal under "Automation Center" and "Interactions" clarifies these distinctions.References:SAP Emarsys Help Portal - "Automation Center" and "Interactions" (<https://help.emarsys.com/>).

NEW QUESTION # 23

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