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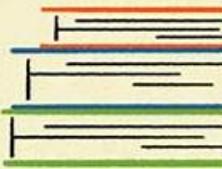
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SAP C_C4H22_2411 Exam Syllabus Topics:

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	• 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 3	• 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 4	• 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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q43-Q48):

NEW QUESTION # 43
Below are some example use cases that you would like to implement in SAP Emarsys. Which options are using triggered email?
Note: There are 3 correct answers to this question.

- A. Send a win-back email for defecting customers.
- B. Send account details to registered contacts.
- C. Send a confirmation email after a contact's purchase.
- D. Send a marketing email on a contact's birthday.
- E. Send a delivery status update email upon status change.

Answer: B,C,E

Explanation:
In SAP Emarsys,triggered emailsare automated messages sent in response to specific actions or eventsinitiated by contacts. These emails are essential for delivering timely and relevant information based on user interactions.
Correct Options:
A: Send a confirmation email after a contact's purchase.This is a classic example of atransactional email, a subset of triggered emails. Such emails provide essential information about a recent transaction, ensuring customers have immediate confirmation and details of their purchase.
C: Send a delivery status update email upon status change.These emails notify customers about changes in their order's delivery status, such as shipping confirmations or delays. They are triggered by specific events in the order fulfillment process, keeping customers informed in real-time. help.emarsys.com D: Send account details to registered contacts.Upon successful registration, sending account details or welcome information is a common practice. This triggered email ensures that new users receive necessary information about their account promptly.
Incorrect Options:
B: Send a marketing email on a contact's birthday.While sending birthday emails is a common marketing strategy, they are typically scheduled based on date and time rather than being triggered by a specific user action. Therefore, they are not considered triggered emails.
E: Send a win-back email for defecting customers.Win-back emails aim to re-engage customers who haven't interacted with the brand for a certain period. These are usually part of a re-engagement campaign and are not triggered by a specific user action but rather by a lack of activity over time.
Understanding these distinctions ensures that automated email strategies are effectively aligned with user behaviors and business objectives.

NEW QUESTION # 44
Which type of SSL certificate is valid for SAP Emarsys? Note: There are 2 correct answers to this question.

- A. A 12-month certificate from a Trusted Certificate Authority (CA).
- B. A certificate issued and maintained for free by SAP Emarsys.
- C. A 6-month certificate issued from a Trusted Certificate Authority (CA).
- D. A self-signed certificate generated by your organization.

Answer: A,C

Explanation:
SSL certificates in SAP Emarsys secure domains (e.g., for email or Web Channel):
* Option A:Correct. A 12-month certificate from a Trusted CA (e.g., DigiCert) is valid and commonly used.
* Option B:Correct. A 6-month certificate from a Trusted CA is also acceptable, as validity depends on the CA, not duration.
* Option C:Incorrect. SAP Emarsys does not issue or maintain free certificates; clients must provide their own.
* Option D:Incorrect. Self-signed certificates are not supported due to security and trust issues.The SAP Emarsys Help Portal under "SSL Configuration" specifies Trusted CA certificates.References:SAP Emarsys Help Portal - "SSL Certificates" (https://help.emarsys.com/).

NEW QUESTION # 45
You want to set up a Web Push campaign including notifications to user groups across multiple browsers.
Which of the following apply to Web Push messages? Note: There are 2 correct answers to this question.

- A. Multiple languages are supported across all browsers and operating systems.
- B. Banner images are supported across all browsers and operating systems.
- C. Recipient source must be one of the following: Automation/Using a segment/Using a contact list.
- D. Time to Live (TTL) can be a maximum of 7 days.

Answer: C,D

Explanation:
Web Push campaigns in SAP Emarsys have specific rules:
* Option C:Correct. TTL can be set up to 7 days, defining how long a notification remains valid if the browser is offline.
* Option D:Correct. Recipient sources for Web Push are Automation, segments, or contact lists, aligning with campaign setup options.
* Option A:Incorrect. Banner images depend on browser support (e.g., Chrome supports them, but not all browsers do universally).
* Option B:Incorrect. Language support varies by browser implementation, not guaranteed across all systems.The SAP Emarsys Help Portal under "Web Push" confirms TTL and recipient options.
References:SAP Emarsys Help Portal - "Web Push" (https://help.emarsys.com/).

NEW QUESTION # 46
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 > Generated through an event > On Registration
- B. Email Settings > Recipient source > Web behavior segment
- C. Email Settings > Recipient source > Using a segment
- D. Email Settings > Recipient source > Mobile Engage segment

Answer: C

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 # 47
What actions can an account owner perform on the Security Settings page? Note: There are 2 correct answers to this question.

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

Answer: B,C

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 areA(Set up IP access control) andB(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 theaccount 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 theAutomation Centeror 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 theUser 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 toManagement > 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 includesetting up IP access control (A)anddefining the permitted email domains (B), as these are core security configurations explicitly supported by this interface in SAP Emarsys.

NEW QUESTION # 48

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