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The majority of people encounter the issue of finding extraordinary SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) exam dumps that can help them prepare for the actual SAP C-C4H22-2411 exam. They strive to locate authentic and up-to-date SAP C-C4H22-2411 Practice Questions for the Financials in SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) exam, which is a tough ask.

SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q15-Q20):

NEW QUESTION # 15

Which of the following statements describes how the Email Campaign Update functionality works? Note: There are 3 correct answers to this question.

- A. Opening a campaign with a previous template version will prompt to update the campaign.
- B. New elements in a template will be available for use in all campaigns once they have been distributed using campaign update.
- C. A network connection during a campaign update can result in a failed save attempt.
- D. A modification to the campaign template will update all batch campaigns.
- E. Changes made to a template can be reversed by performing a rollback to the previous version.

Answer: A,B,C

Explanation:

In SAP Emarsys, the Email Campaign Update functionality allows users to apply modifications made to a template across multiple existing email campaigns that were created using that template. This ensures consistency and saves time by eliminating the need to manually update each campaign individually.

B: New elements in a template will be available for use in all campaigns once they have been distributed using campaign update. When new elements or changes are added to a template, utilizing the Campaign Update feature distributes these modifications to all associated campaigns. This means that any new content blocks, design changes, or structural adjustments made to the template become immediately available in all campaigns linked to that template once the update is executed. help.emarsys.com

C: A network connection during a campaign update can result in a failed save attempt. The stability of the network connection during the campaign update process is crucial. Interruptions or instability in the network can lead to failed save attempts, causing the update process to fail. In such cases, the email content remains unaffected, but the affected campaigns may not send out emails as intended. Users are advised to retry the update process or manually apply the template changes to the affected campaigns. help.emarsys.com

E: Opening a campaign with a previous template version will prompt to update the campaign. If a campaign was created using an older version of a template and that template has since been modified, opening the campaign will trigger a prompt notifying the user of the available updates. This allows users to decide whether to apply the latest template changes to the campaign, ensuring that all campaigns can be kept up-to-date with the most recent design and content standards.

Incorrect Options:

A: A modification to the campaign template will update all batch campaigns. This statement is incorrect because simply modifying a template does not automatically update all batch campaigns. The Campaign Update feature must be explicitly used to apply template

changes to existing campaigns. Without initiating this process, the campaigns remain unchanged despite modifications to the template.
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D: Changes made to a template can be reversed by performing a rollback to the previous version. This statement is incorrect because once changes are made to a template and distributed using the Campaign Update feature, they cannot be automatically rolled back to a previous version.

NEW QUESTION # 16

You want to build a comma-separated values (CSV) file and import it into SAP Emarsys. Which of the following rules apply? Note: There are 2 correct answers to this question.

- A. Always use a period as the decimal separator.
- B. Imported files must have a newline control character in the first 265 KB.
- C. Values are not case sensitive.
- D. UTF-8 4 byte characters are allowed.

Answer: A,B

Explanation:

When preparing a comma-separated values (CSV) file for import into SAP Emarsys, it's essential to adhere to specific formatting guidelines to ensure data integrity and successful import processes.

B: Always use a period as the decimal separator. For numerical data, especially floating-point numbers, SAP Emarsys mandates the use of a period (.) as the decimal separator, regardless of regional or locale-specific conventions that might use a comma (,). This standardization ensures consistent data interpretation across different systems and regions.

D: Imported files must have a newline control character in the first 265 KB. To prevent the accidental upload of binary files and to ensure proper file processing, SAP Emarsys requires that imported CSV files contain a newline control character within the first 265 kilobytes (KB) of the file. This requirement helps the system recognize and validate the file format before processing the entire content. help.emarsys.com Incorrect Options:

A: UTF-8 4 byte characters are allowed. This statement is incorrect. SAP Emarsys supports UTF-8 encoding for CSV files; however, it does not allow UTF-8 4-byte characters, such as emojis. Including such characters can prevent the successful import of files. help.emarsys.com+5help.emarsys.com+5help.emarsys.com+5 C: Values are not case sensitive. This statement is also incorrect. In SAP Emarsys, values within CSV files are case sensitive. For example, the email addresses "example@address.com" and "EXample@address.com" would be treated as distinct entries. help.emarsys.com Adhering to these guidelines is crucial for the accurate and efficient import of data into SAP Emarsys, ensuring that your marketing campaigns and data analyses are based on reliable information.

NEW QUESTION # 17

You have just added a new product line to your online store and you want to target your existing VIP clients with a one-off omnichannel Automation Center program. Which entry node do you use?

- A. Target segment
- B. Channel Engagement
- C. Entry from program
- D. External event

Answer: A

Explanation:

For a one-off omnichannel program targeting VIP clients in the Automation Center:

* Option A (Target segment): Correct. A segment of VIP clients (e.g., based on purchase history) is used as the entry node for a one-time campaign across channels.

* Option B: Incorrect. Channel Engagement is not an entry node; it's a metric or condition, not a starting point.

* Option C: Incorrect. Entry from program is for linking programs, not a one-off entry.

* Option D: Incorrect. External event is for real-time triggers (e.g., API calls), not a static segment. The SAP Emarsys Help Portal under "Automation Center" confirms Target Segment for one-off campaigns.

References: SAP Emarsys Help Portal - "Automation Center" (<https://help.emarsys.com>).

NEW QUESTION # 18

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. Multiple choice
- B. URL field
- C. Date-entry
- D. Single choice

Answer: C,D

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 # 19

You have just made an API call and received an HTTP 400 response code. What is the specific reason for this?

- A. Your API credentials are incorrect.
- B. There is an error in the information provided that needs correcting.
- C. It indicates the call was successful.
- D. An internal issue occurred and you should try again.

Answer: B

Explanation:

HTTP response codes in SAP Emarsys API indicate call status:

* Option A:Correct. A 400 Bad Request means the request contains invalid data (e.g., syntax error, missing parameters) that needs correction.

* Option B:Incorrect. Internal issues return a 500-series code, not 400.

* Option C:Incorrect. Incorrect credentials typically return a 401 Unauthorized, not 400.

* Option D:Incorrect. Success is a 200 OK, not 400.The SAP Emarsys API Documentation defines 400 as a client-side error.References:SAP Emarsys API Documentation - "Response Codes" (<https://dev.emarsys.com/>).

NEW QUESTION # 20

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