

# C\_C4H22\_2411 Reliable Exam Pass4sure - Exam C\_C4H22\_2411 Sample



**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	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

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### SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q27-Q32):

#### NEW QUESTION # 27

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

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

**Answer: B,D**

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 # 28

In which cases can you use personalization rules in an email campaign? Note: There are 2 correct answers to this question.

- A. In a batch email
- B. In a triggered email
- C. In an on-event email
- D. In a recurring email

**Answer: A,D**

Explanation:

In SAP Emarsys, personalization rules allow marketers to dynamically insert content into email campaigns based on contact data, such as names, preferences, or other stored attributes. These rules are applied using the Emarsys personalization engine and are supported in specific types of email campaigns. According to the official SAP Emarsys documentation, personalization rules can be utilized in batch emails and recurring emails, making options C and D the correct answers. Let's explore each option in detail to clarify why only these two are valid.

\* A. In a triggered email: Triggered emails in SAP Emarsys are automated emails sent in response to specific contact actions (e.g., cart abandonment, form submission) and are typically managed through the Automation Center or predefined programs. While triggered emails can include personalization (e.g., using contact fields like first name), they do not support the full application of personalization rules as defined in the Emarsys Email Editor. Personalization rules, which involve conditional logic and dynamic content blocks (e.g., "if field X = Y, show content Z"), are designed for manual campaign setup rather than the automated, event-driven nature of triggered emails. The documentation states that personalization in triggered emails is limited to basic field insertion rather than complex rule-based logic (reference: "Automation Center: Triggered Emails," updated October 2024). Thus, this option is incorrect for personalization rules specifically.

\* B. In an on-event email: On-event emails are a subset of triggered emails tied to specific events (e.g., a purchase or subscription) and are similarly managed through automation workflows. Like triggered emails, they support basic personalization (e.g., inserting a contact's name or order details) but do not allow the application of advanced personalization rules with conditional logic. The Emarsys Help documentation clarifies that on-event emails rely on predefined templates and event data, not the flexible rule-building interface available in the Email Editor for manual campaigns (reference: "Event- Triggered Campaigns," updated September 2024). Therefore, this option is also incorrect for personalization rules.

\* C. In a batch email: Batch emails are one-time, manually scheduled email campaigns sent to a segment of contacts (e.g., a newsletter or promotional blast). These emails fully support personalization rules within the SAP Emarsys Email Editor. Marketers can create rules using the drag-and-drop interface to define conditions (e.g., "if gender = female, show women's products") and insert dynamic content accordingly. The documentation explicitly states, "Personalization rules can be added to batch emails to tailor content based on contact data" (reference: "Email Campaigns: Personalization Rules," updated November 2024). This makes batch emails a correct case for using personalization rules, validating option C.

\* D. In a recurring email: Recurring emails are scheduled to send repeatedly at set intervals (e.g., a weekly digest) to a defined segment. Like batch emails, they are created and edited in the Email Editor, where personalization rules can be applied to customize content for each send based on contact attributes. The Emarsys documentation confirms that "recurring campaigns support the same personalization features as batch emails, including rules for dynamic content" (reference: "Recurring Campaigns: Setup and Personalization," updated October 2024). This compatibility with personalization rules makes option D correct.

To summarize, personalization rules—distinct from basic field personalization—are a feature of the Email Editor used in manually configured campaigns like batch and recurring emails. Triggered and on-event emails, while capable of personalization, rely on automation workflows and event data rather than the rule-based logic applied in the Email Editor. The two correct cases, as verified by Emarsys resources, are batch emails (C) and recurring emails (D).

## NEW QUESTION # 29

You want to connect your own hosted databases to SAP Emarsys Customer Engagement using Relational Data. Which of the following connection types are available? Note: There are 3 correct answers to this question.

- A. **Snowflake**
- B. Oracle database
- C. IBM DB2
- D. **MySQL**
- E. **Google BigQuery**

**Answer: A,D,E**

Explanation:

Relational Data in SAP Emarsys supports:

- \* Option A (MySQL):Correct. A widely supported SQL database.
- \* Option C (Snowflake):Correct. A cloud-based data warehouse supported for integration.
- \* Option E (Google BigQuery):Correct. Another cloud data platform compatible with Relational Data.
- \* Option B:Incorrect. Oracle is not listed as a supported connection.
- \* Option D:Incorrect. IBM DB2 is not supported natively. The SAP Emarsys Help Portal under "Relational Data" confirms MySQL, Snowflake, and BigQuery. References:SAP Emarsys Help Portal - "Relational Data" (<https://help.emarsys.com/>).

## NEW QUESTION # 30

You are creating personalization tokens that you can reuse across different channel campaigns. Which of the following token types are available? Note: There are 2 correct answers to this question.

- A. External Data
- B. Contact Data
- C. Custom Data
- D. Email Address

**Answer: A,B**

Explanation:

Personalization tokens in SAP Emarsys allow reusable data insertion across channels:

- \* Option A (Contact Data):Correct. Tokens can pull from contact fields (e.g., first name, email), a core personalization type.
- \* Option C (External Data):Correct. Tokens can use data from external sources (e.g., Relational Data or API feeds) for dynamic content.
- \* Option B:Incorrect. "Email Address" is a specific field within Contact Data, not a distinct token type.
- \* Option D:Incorrect. "Custom Data" is not a defined token type; custom fields fall under Contact Data or External Data. The SAP Emarsys Help Portal under "Personalization Tokens" lists Contact Data and External Data as key types. References:SAP Emarsys Help Portal - "Personalization Tokens" (<https://help.emarsys.com/>).

## NEW QUESTION # 31

Which of the following describes the SAP Emarsys Web Extend functionality? Note: There are 2 correct answers to this question.

- A. Web Extend syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours.
- B. Web Extend identifies contacts by an external ID that can be a customer ID or user ID currently used by the website to identify registered users.
- C. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website.
- D. Web Extend can use different identifier fields on a website and the mobile platform since these are separate channels.

**Answer: A,B**

Explanation:

SAP Emarsys Web Extend is a functionality designed to enhance personalization and tracking by capturing web behavior and syncing it with the Emarsys contact database. It integrates with websites to identify contacts and collect data for use in marketing campaigns, such as product recommendations or triggered emails. Based on the official SAP Emarsys documentation, the correct answers are A and C. Below is a detailed analysis of each option, validated against Emarsys resources, to explain why these two are accurate and the others are not.

- \* A. Web Extend can use different identifier fields on a website and the mobile platform since these are separate channels:  
\* Explanation: Web Extend does not inherently support different identifier fields for websites and mobile platforms as separate channels within its scope. Web Extend is specifically a web-based tracking tool that uses a JavaScript tag to identify contacts and track behavior on websites. It relies on a consistent identifier—typically an external ID like a customer ID or email—mapped to the Emarsys contact database. The documentation states, "Web Extend identifies contacts using an external identifier (such as a customer ID or email address) that matches your contact database" (reference: "Web Extend: Overview," updated October 2024). While Emarsys supports mobile tracking via the Mobile Engage SDK, this is a separate functionality, not part of Web Extend. There's no provision in Web Extend to use differing identifiers across website and mobile channels, as it's focused solely on web behavior, making option A incorrect.
- \* B. Web Extend identifies contacts by an external ID that can be a customer ID or user ID currently used by the website to identify registered users:  
\* Explanation: Web Extend identifies contacts on a website using an external ID, which can be a customer ID, user ID, or email address already in use by the website to recognize registered users. This identifier must match a field in the Emarsys contact database (e.g., customer\_id or email) for tracking and personalization to work. The documentation confirms, "When a contact logs into your website, Web Extend can identify them using an external ID (e.g., customer ID or email) that corresponds to a field in your Emarsys database" (reference: "Web Extend: Setting Up Contact Identification," updated November 2024). For example, if a website uses user123 as a customer ID, Web Extend can link this to the contact's profile in Emarsys, enabling behavior tracking and personalized content. This flexibility in using existing website identifiers makes option B a correct description of Web Extend's functionality.
- \* C. Web Extend syncs the web behavior of known contacts with your SAP Emarsys contact database every few hours:  
\* Explanation: Web Extend collects web behavior data (e.g., pages visited, products viewed) for identified contacts and syncs this information with the SAP Emarsys contact database periodically, typically every few hours. This batch synchronization ensures that the contact profiles in Emarsys are updated with the latest behavioral data for use in campaigns or recommendations. The

documentation states, "Web Extend collects behavioral data from identified contacts and synchronizes it with your Emarsys database every few hours" (reference:

"Web Extend:: Data Collection and Syncing" updated October 2024). This process is not real-time but occurs in regular intervals (e.g., 2-4 hours, depending on system configuration), allowing marketers to leverage recent web interactions. This periodic syncing is a key feature of Web Extend, validating option C.

\* D. Web Extend can continue to identify previously identified contacts as long as the contact is logged into the website:

\* Explanation: Web Extend's ability to identify contacts does not strictly depend on the contact remaining logged into the website throughout their session. Instead, identification occurs when the contact logs in (or is recognized via an identifier), and tracking persists via cookies or session data even if the contact logs out, as long as the browser session remains active. The documentation explains, "Once a contact is identified (e.g., via login), Web Extend uses a cookie to track their behavior during the session" (reference: "Web Extend: Tracking Behavior," updated November 2024). However, if the contact logs out and the session ends (or cookies are cleared), re-identification requires a new login or identifier match. Option D's phrasing suggests continuous identification tied solely to login status, which oversimplifies the process and ignores cookie-based tracking, making it inaccurate.

Additional Context: Web Extend enhances the Emarsys platform by bridging website interactions with contact profiles. It requires a JavaScript tag installed on the website and proper configuration of identifier fields (e.g., via scarab.customer calls). The synced behavioral data powers features like Predictrecommendations and automation triggers, but it's distinct from real-time tools or mobile-specific tracking solutions.

Conclusion: The SAP Emarsys Web Extend functionality is accurately described by B (identifying contacts via an external ID like a customer or user ID) and C (syncing web behavior every few hours with the contact database). These align with its core purpose of tracking and integrating web data for known contacts, as verified by Emarsys documentation. Options A and D misrepresent its capabilities and scope.

## NEW QUESTION # 32

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