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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	• 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	• 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	• 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 (Q60-Q65):

NEW QUESTION # 60
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. Recipient source must be one of the following: Automation/Using a segment/Using a contact list.
- C. Banner images are supported across all browsers and operating systems.
- D. Time to Live (TTL) can be a maximum of 7 days.

Answer: B,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 # 61
The image below shows the summary page of your mobile app tutorial program. What does "583 Messages Triggered" represent?
Note: There are 2 correct answers to this question.

- A. It is the number of SMS messages sent.
- B. It is the number of mobile push messages sent.
- C. It is the number of contacts who entered the program.
- D. It is the number of all messages sent in the Interactions program, regardless of the channel.

Answer: B,D

Explanation:
"583 Messages Triggered" on an Interactions program summary:

* Option B:Correct. In Interactions, this metric reflects all messages sent across configured channels (e.
g., push, SMS) in the program.
* Option D:Correct. Since it's a mobile app tutorial program, it specifically includes mobile push messages sent, a common channel for such programs.
* Option A:Incorrect. It's not limited to SMS; it includes all channels unless specified.
* Option C:Incorrect. Contacts entering is a separate metric (e.g., "Entered"), not "Messages Triggered." The SAP Emarsys Help Portal under "Interactions Reporting" explains this metric.References:SAP Emarsys Help Portal - "Interactions" (https://help.emarsys.com/).

NEW QUESTION # 62

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

Answer: A,D,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 # 63

What key details do you need to provide to activate the email channel? Note: There are 3 correct answers to this question.

- A. Historic sales information
- B. Tenant name and region
- C. Sending volumes
- D. Product information
- E. Sender domain(s)

Answer: B,C,E

Explanation:
To activate the email channel in SAP Emarsys:
* Option A (Sending volumes):Correct. Expected send volumes are required for capacity planning and compliance.
* Option D (Sender domain(s)):Correct. Domains for sending emails must be specified and authenticated (e.g., DKIM, SPF).
* Option E (Tenant name and region):Correct. Tenant details identify the account and region for setup.

* Option B:Incorrect. Product info is for catalogs, not email activation.
* Option C:Incorrect. Sales data is for analytics, not channel setup.The SAP Emarsys Help Portal under
"Email Channel Setup" lists these requirements.References:SAP Emarsys Help Portal - "Email Channel" (https://help.emarsys.com/).

NEW QUESTION # 64

In which case would you use Participation Settings instead of Participation Check node?

- A. You want contacts who do not fulfill participation criteria to continue their journey.
- B. You want to make the check available in other programs.
- C. You want to see how many contacts were filtered through Participation on the Program Reporting page.
- D. You want to determine participation on a program-level basis and filter contacts based on the time when they entered the program.

Answer: D

Explanation:
In SAP Emarsys Automation Center, Participation Settings and Participation Check nodes serve different purposes:
* Option B:Correct. Participation Settings are used at the program level to define rules for participation (e.g., entry time or frequency) and filter contacts accordingly. This is ideal for lifecycle programs where timing matters.
* Option A:Incorrect. Participation Settings are program-specific, not reusable across programs; Participation Check nodes are more modular.
* Option C:Incorrect. Program Reporting shows participation stats regardless of whether Settings or Check nodes are used.
* Option D:Incorrect. Participation Settings exclude non-qualifying contacts, while a Check node can allow them to continue with branching logic.The SAP Emarsys Help Portal under "Automation Center" details Participation Settings as program-level filters.References:SAP Emarsys Help Portal -
"Automation Center" (https://help.emarsys.com/).

NEW QUESTION # 65

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