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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">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. |
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| Topic 2 | <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 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"> • 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. |

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q16-Q21):

NEW QUESTION # 16

Which of the following functionalities is NOT available in the Email Basics tab as a standard option for email campaign configuration?

- A. Use your own reply-to email address
- B. Use your own "From" email address
- C. Checkbox to Insert "Show Online version" link
- **D. Checkbox to Insert "Unsubscribe" link**

Answer: D

Explanation:

In the Email Basics tab of SAP Emarsys:

* Option B:Correct. There's no checkbox to insert an "Unsubscribe" link; it's automatically included in the footer for compliance, not an optional toggle.

* Option A:Incorrect. You can set a custom reply-to address.

* Option C:Incorrect. A custom "From" address is configurable.

* Option D:Incorrect. A "Show Online version" link checkbox is available.The SAP Emarsys Help Portal under "Email Basics" confirms unsubscribe is mandatory, not optional.References:SAP Emarsys Help Portal - "Email Campaigns" (<https://help.emarsys.com/>).

NEW QUESTION # 17

Which of the following metrics are available in the Store Reporting dashboard? Note: There are 3 correct answers to this question.

- **A. Average Purchase Value**
- **B. Store Purchases**
- C. New Store Revenue
- **D. Store Revenue**
- E. Total Refunds

Answer: A,B,D

Explanation:

The Store Reporting dashboard in SAP Emarsys (via Smart Insight) includes:

- * Option C (Store Revenue):Correct. Total revenue per store is a key metric.
- * Option D (Store Purchases):Correct. Number of purchases per store is tracked.
- * Option E (Average Purchase Value):Correct. Average order value per store is available.
- * Option A:Incorrect. "New Store Revenue" isn't a standard metric; it's just "Store Revenue."
- * Option B:Incorrect. Refunds are not typically detailed in Store Reporting.The SAP Emarsys Help Portal under "Store Reporting" lists these metrics.References:SAP Emarsys Help Portal - "Smart Insight - Store Reporting" (<https://help.emarsys.com/>).

Below is the eighth batch of 10 questions (71-80) related to SAP Emarsys, with answers verified against official SAP Emarsys documentation as of March 07, 2025. Each question follows the requested format, including a comprehensive explanation and references to official SAP sources where applicable.

NEW QUESTION # 18

You are unable to select a Digital Ads audience in the Digital Ads - Add to Audience node in an Automation program. Which of the following could be the reason for the error?

- A. You already have a Digital Ads - Add to Audience node in your program with a different audience selected.
- B. You did not segment for contacts whose opt-in is true before the Digital Ads - Add to Audience node.
- **C. You did not create the asset in the Digital Ads - Audiences tab as an Automation Audience.**
- D. You did not use a Digital Ads - Remove from Audience node in your program.

Answer: C

Explanation:

In the Automation Center's Digital Ads node:

- * Option A:Correct. Audiences must be created as "Automation Audiences" in the Digital Ads - Audiences tab to be selectable in the node.
- * Option B:Incorrect. Opt-in filtering is optional and not a prerequisite for audience selection.
- * Option C:Incorrect. Multiple nodes with different audiences are allowed in a program.
- * Option D:Incorrect. A Remove node isn't required to add an audience.The SAP Emarsys Help Portal under "Digital Ads" specifies audience creation requirements.References:SAP Emarsys Help Portal - "Digital Ads" (<https://help.emarsys.com/>).

NEW QUESTION # 19

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct answers to this question.

- **A. Personalization token**
- B. Link Editor
- C. Manage optional content
- **D. Emarsys Scripting Language**

Answer: A,D

Explanation:

To personalize with a fallback in SAP Emarsys:

- * Option A (Personalization token):Correct. Tokens (e.g., {{contact.first_name | default: 'Friend'}}) allow a fallback value if the field is empty.
- * Option D (Emarsys Scripting Language):Correct. ESL can use conditionals (e.g., {% if contact.first_name %}{{contact.first_name}}{% else %}Friend{% endif %}) for fallbacks.
- * Option B:Incorrect. Manage Optional Content is for A/B testing, not field fallbacks.
- * Option C:Incorrect. Link Editor is for URLs, not text personalization.The SAP Emarsys Help Portal under "Personalization" details tokens and ESL for this purpose.References:SAP Emarsys Help Portal - "Personalization" (<https://help.emarsys.com/>).

NEW QUESTION # 20

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

Answer: A,B,D

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 # 21

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