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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">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	<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.
Topic 3	<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 4	<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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q24-Q29):

NEW QUESTION # 24

Which of the following attributes are synchronized from Emarsys-opened email activities to SAP Customer Data Platform? Note: There are 3 correct answers to this question.

- A. Email subject line
- B. IP address
- C. Time zone
- D. City name
- E. Attachment size

Answer: A,B,E

Explanation:

When SAP Emarsys integrates with SAP Customer Data Platform (CDP), specific attributes from email activities (e.g., opens) are synchronized:

* Option A (IP address):Correct. The IP address of the contact opening the email is captured and synced for tracking and geolocation purposes.

* Option C (Attachment size):Correct. If an email includes attachments, their size is tracked and synced as part of activity data.

* Option D (Email subject line):Correct. The subject line of the email is synchronized to identify the specific campaign or email in CDP.

* Option B (City name):Incorrect. While IP address might allow geolocation inference, "City name" is not a directly synced attribute.

* Option E (Time zone):Incorrect. Time zone is not typically synced as a standalone attribute from email opens.The SAP Emarsys integration guide for SAP CDP lists IP address, attachment size, and email subject line among synced attributes.References:SAP Emarsys Help Portal - "Integration with SAP Customer Data Platform" (<https://help.emarsys.com/>).

NEW QUESTION # 25

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

Answer: A

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 # 26

Only 50% of the push messages in your test campaign are delivered. The error messages indicate issues with the Mobile Engage push token. Which of the following could be the cause? Note: There are 3 correct answers to this question.

- A. Incorrect campaign criteria
- B. Invalid personalization token
- C. Outdated app version
- D. Incorrect segment criteria
- E. Outdated app certificate

Answer: B,C,E

Explanation:

Mobile Engage push token issues in SAP Emarsys:

* Option B: Correct. An outdated app certificate (e.g., APNs, FCM) can invalidate tokens, preventing delivery.

* Option D: Correct. An invalid personalization token in the message can cause delivery failures.

* Option E: Correct. An outdated app version may not refresh tokens correctly, leading to errors.

* Option A: Incorrect. Campaign criteria affect targeting, not token validity.

* Option C: Incorrect. Segment criteria define recipients, not token-related delivery. The SAP Emarsys Help Portal under "Mobile Engage" lists these as common issues. References: SAP Emarsys Help Portal

- "Mobile Engage" (<https://help.emarsys.com/>).

Below is the seventh batch of 10 questions (61-70) 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 # 27

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

Answer: C

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 # 28

Web Recommender widgets can display cross-sell and up-sell recommendations to customers as they navigate your website. Which widgets should be placed on product pages? Note: There are 2 correct answers to this question.

- A. Personal widget
- **B. Also-Bought widget**
- C. Search widget
- **D. Related widget**

Answer: B,D

Explanation:

Web Recommender widgets in SAP Emarsys enhance product pages:

- * Option B (Also-Bought widget):Correct. Shows items frequently purchased together, ideal for cross- sell on product pages.
- * Option C (Related widget):Correct. Displays similar or complementary items, supporting up-sell and cross-sell.
- * Option A:Incorrect. Personal widgets are broader and not product-page-specific.
- * Option D:Incorrect. Search widgets are for search result pages, not product pages.The SAP Emarsys Help Portal under "Web Recommendations" recommends these for product pages.References:SAP Emarsys Help Portal - "Web Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 29

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