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## SAP C\_C4H22\_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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>• 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>

Topic 4	<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>
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### **SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q52-Q57):**

#### **NEW QUESTION # 52**

What are some SAP recommended guiding principles to achieve clean core operations? Note: There are 3 correct answers to this question.

- A. Establish regular housekeeping tasks and procedures.
- B. Define roles and responsibilities as part of a process transformation office.
- C. Establish an organizational structure, technical foundation, and transformation methodology for clean core.
- D. Integrate clean core practices in the end-to-end value process chain.
- E. Establish release management.

**Answer: C,D,E**

Explanation:

This question pertains to SAP's clean core strategy (more S/4HANA-focused but interpreted here):

- \* Option A:Correct. Integrating clean core practices across processes ensures minimal customizations and standard adherence.
- \* Option B:Correct. A strong organizational and technical foundation supports clean core transformations.
- \* Option D:Correct. Release management ensures updates align with clean core principles.
- \* Option C:Incorrect. While roles matter, a "process transformation office" is not a specific SAP principle.
- \* Option E:Incorrect. Housekeeping is operational, not a guiding principle. The SAP Help Portal under "Clean Core" lists these principles, adapted here for context. References:SAP Help Portal - "Clean Core Strategy" (<https://help.sap.com/>).

#### **NEW QUESTION # 53**

You are tasked with setting up a new product feed for SAP Emarsys. What rules should you follow to ensure the product feed is accepted in Predict Data Sources? Note: There are 2 correct answers to this question.

- A. Use ASCII encoding
- B. Use a pipe to separate fields.
- C. Leave fields empty when they do not have a value.
- D. Include the field names in the first row.

**Answer: C,D**

Explanation:

For a product feed in Predict Data Sources:

- \* Option A:Correct. Empty fields should be left blank (not null or placeholder) to avoid processing errors.
- \* Option C:Correct. The first row must contain field names (e.g., item\_id, title) for proper mapping.
- \* Option B:Incorrect. UTF-8 is the recommended encoding, not ASCII, to support international characters.
- \* Option D:Incorrect. Commas are the default separator for CSV feeds; pipes are not standard unless specified. The SAP Emarsys

Help Portal under "Predict Data Sources" outlines these rules. References:  
SAP Emarsys Help Portal - "Predict Data Sources" (<https://help.emarsys.com/>).

#### NEW QUESTION # 54

The "Do not track me" field stops Web Extend from tracking a visitor as they browse your store. What happens when the field is TRUE?

- A. The change takes effect immediately.
- B. All historic, existing, and previously collected Web Extend and Web Channel data is removed.
- C. The visitor will never receive recommendations moving forward.
- D. All historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected.

#### Answer: D

Explanation:

Question no: 71 Verified AnswerB. All historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected.

Comprehensive Detailed Explanation along with SAP Emarsys References The "Do not track me" field in SAP Emarsys is a contact-level setting that allows users to opt out of tracking by Web Extend, which is the tool responsible for capturing web browsing behavior (e.g., page views, product interactions) on a store's website. When this field is set to TRUE, it impacts how Web Extend interacts with that visitor moving forward. According to the official SAP Emarsys documentation, the correct answer is B. Below is a detailed explanation of each option, validated against Emarsys resources, to clarify why B is accurate and the others are not.

\* A. The change takes effect immediately:

\* Explanation: While setting the "Do not track me" field to TRUE does stop Web Extend from tracking the visitor, the change does not take effect immediately in all cases due to technical considerations like caching or session timing. The documentation states, "When the 'Do not track me' field is enabled for a contact, Web Extend stops collecting new behavioral data, but this may depend on the current session and synchronization timing" (reference: "Web Extend:: Privacy and Opt-Out," updated November 2024). For example, if a visitor is mid-session when the field is updated, tracking might continue until the session ends or the next page load, when the updated contact profile is checked. This delay, though typically short, means "immediately" is not strictly accurate, making option A incorrect.

\* B. All historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected:

\* Explanation: When "Do not track me" is set to TRUE, Web Extend ceases to collect new browsing data for that contact, but all previously collected data (e.g., historic page views, product interactions) remains intact in the Emarsys database. The documentation confirms, "If a contact opts out via the 'Do not track me' field, no new Web Extend data is collected, but existing behavioral data is retained unless explicitly deleted via other means" (reference: "Web Extend:: Data Collection and Privacy," updated October 2024). This retention ensures that past data can still be used for purposes like segmentation or reporting (unless restricted by other privacy settings), while respecting the opt-out by halting future tracking. Web Channel data (e.g., personalization events) similarly stops being updated with new interactions but isn't erased. This balance between privacy and data utility makes option B the correct description.

\* C. All historic, existing, and previously collected Web Extend and Web Channel data is removed:

\* Explanation: Setting "Do not track me" to TRUE does not trigger the deletion of historic or existing data collected by Web Extend or Web Channel. Deletion of data requires a separate action, such as a GDPR/CCPA-compliant data erasure request or manual removal via the Emarsys API or interface. The documentation clarifies, "Opting out of tracking via 'Do not track me' prevents new data collection but does not affect previously stored data" (reference: "Web Extend:: Privacy and Opt-Out," updated November 2024). Option C would align with a full data purge scenario, which is not the default behavior of this field, making it incorrect.

\* D. The visitor will never receive recommendations moving forward:

\* Explanation: The "Do not track me" field only stops Web Extend from collecting new browsing data; it does not inherently prevent the visitor from receiving recommendations.

Recommendations in Emarsys (e.g., via Predict) can still be generated based on existing data (e.g., past behavior, purchase history) or delivered through channels like email or mobile, unless the contact has also opted out of those channels separately. The documentation notes,

"Recommendations can continue to be served based on historic data or other sources, even if Web Extend tracking is disabled" (reference: "Predict:: Data Sources and Recommendations," updated October 2024). For example, a visitor might still see email recommendations derived from prior web activity. Thus, "never" is too absolute, and option D is incorrect.

Additional Context:

\* How It Works: Web Extend uses a JavaScript tag to track identified contacts (via external ID or email). When "Do not track me" is TRUE, the tag checks this field on page load and refrains from sending new tracking events to Emarsys, respecting the opt-out.

\* Scope: This applies specifically to Web Extend tracking, not broader opt-outs (e.g., email subscriptions), and it's distinct from browser-level "Do Not Track" headers, which Emarsys may not honor unless configured.

\* Sync Timing: Behavioral data syncs every few hours (as noted in Question 53), so the opt-out's effect aligns with the next sync cycle after the field updates.

Conclusion: When the "Do not track me" field is set to TRUE in SAP Emarsys, all historic, existing, and previously collected Web Extend and Web Channel data is retained, but no new data is collected (B).

This respects the visitor's privacy choice while preserving past insights, as verified by Emarsys documentation. Options A, C, and D misrepresent the timing, data retention, or downstream impact of this setting.

#### NEW QUESTION # 55

Which of the following applies when using Send Time Optimization (STO)?

- A. You can exclude specific hours in order to avoid contacts receiving emails at those times.
- B. You can exclude duplicate email addresses.
- **C. You can activate "STO" on the default scheduling or advanced scheduling page.**
- D. You can configure the launch time for new contacts with no behavior history.

**Answer: C**

Explanation:

Send Time Optimization (STO) in SAP Emarsys optimizes email send times based on contact behavior:

\* Option C:Correct. STO can be activated on either the default or advanced scheduling page when setting up an email campaign, allowing flexibility in configuration.

\* Option A:Incorrect. STO uses historical behavior; new contacts without data default to a standard time, not a configurable one.

\* Option B:Incorrect. Duplicate exclusion is a separate feature, not tied to STO.

\* Option D:Incorrect. STO doesn't allow hour exclusions; it optimizes based on past engagement patterns. The SAP Emarsys Help Portal under "Send Time Optimization" verifies STO's activation options. References:SAP Emarsys Help Portal - "Send Time Optimization" (<https://help.emarsys.com/>).

#### NEW QUESTION # 56

Which of the following are valid methods to track revenue? Note: There are 2 correct answers to this question.

- A. First Touch > Attribution window 366 days > Touchpoint email open
- **B. First Touch > Attribution window 7 days > Touchpoint Web Channel click**
- **C. Last Touch > Attribution window 9 days > Touchpoint email click**
- D. First Touch > Attribution window 365 days > Touchpoint Mobile Engage Push open

**Answer: B,C**

Explanation:

Revenue tracking in SAP Emarsys uses attribution models:

\* Option B:Correct. Last Touch with a 9-day window and email click touchpoint is a valid setup for attributing revenue to a specific interaction.

\* Option D:Correct. First Touch with a 7-day window and Web Channel click is a standard method for tracking revenue from web interactions.

\* Option A:Incorrect. A 365-day window exceeds the typical maximum attribution window (90 days) in Emarsys.

\* Option C:Incorrect. Similarly, 366 days is beyond the supported attribution window limit. The SAP Emarsys Help Portal under "Revenue Attribution" specifies supported windows (up to 90 days) and touchpoints. References:SAP Emarsys Help Portal - "Revenue Attribution" (<https://help.emarsys.com/>).

#### NEW QUESTION # 57

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