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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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"> • 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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q19-Q24):

NEW QUESTION # 19

Which of the following statements describes how the Email Campaign Update functionality works? Note:

There are 3 correct answers to this question.

- A. New elements in a template will be available for use in all campaigns once they have been distributed using campaign update.
- B. A network connection during a campaign update can result in a failed save attempt.
- C. Changes made to a template can be reversed by performing a rollback to the previous version.
- D. A modification to the campaign template will update all batch campaigns.
- E. Opening a campaign with a previous template version will prompt to update the campaign.

Answer: A,B,E

Explanation:

In SAP Emarsys, the Email Campaign Update functionality allows users to apply modifications made to a template across multiple existing email campaigns that were created using that template. This ensures consistency and saves time by eliminating the need to manually update each campaign individually.

B: New elements in a template will be available for use in all campaigns once they have been distributed using campaign update. When new elements or changes are added to a template, utilizing the Campaign Update feature distributes these modifications to all associated campaigns. This means that any new content blocks, design changes, or structural adjustments made to the template become immediately available in all campaigns linked to that template once the update is executed. help.emarsys.com

C: A network connection during a campaign update can result in a failed save attempt. The stability of the network connection during the campaign update process is crucial. Interruptions or instability in the network can lead to failed save attempts, causing the update process to fail. In such cases, the email content remains unaffected, but the affected campaigns may not send out emails as intended. Users are advised to retry the update process or manually apply the template changes to the affected campaigns. help.emarsys.com

E: Opening a campaign with a previous template version will prompt to update the campaign. If a campaign was created using an older version of a template and that template has since been modified, opening the campaign will trigger a prompt notifying the user of the available updates. This allows users to decide whether to apply the latest template changes to the campaign, ensuring that all campaigns can be kept up-to-date with the most recent design and content standards.

Incorrect Options:

A: A modification to the campaign template will update all batch campaigns. This statement is incorrect because simply modifying a template does not automatically update all batch campaigns. The Campaign Update feature must be explicitly used to apply template changes to existing campaigns. Without initiating this process, the campaigns remain unchanged despite modifications to the template. help.emarsys.com+1

D: Changes made to a template can be reversed by performing a rollback to the previous version. This statement is incorrect because once changes are made to a template and distributed using the Campaign Update feature, they cannot be automatically rolled back to a previous version.

NEW QUESTION # 20

Where can you check the average purchase details of an individual contact?

- A. Unified Customer Profile
- B. Predict Data Sources
- C. Customer Lifecycle
- D. Contact Analytics

Answer: A

Explanation:

To view average purchase details for a contact:

- * Option D (Unified Customer Profile):Correct. This provides a detailed view of an individual contact, including average purchase metrics from Smart Insight data.
- * Option A:Incorrect. Predict Data Sources manages product feeds, not contact purchases.
- * Option B:Incorrect. Contact Analytics is aggregate, not individual-focused.
- * Option C:Incorrect. Customer Lifecycle shows trends, not specific averages per contact. The SAP Emarsys Help Portal under "Unified Customer Profile" confirms this feature. References:SAP Emarsys Help Portal - "Unified Customer Profile" (<https://help.emarsys.com/>).

NEW QUESTION # 21

You have set up a sequence-based conversion for Event Attribution. The sequence is Wishlist + Add to cart, with a last-touch attribution model and a 7-day attribution window. A contact adds an item to her wishlist and then, 8 days later, adds the item to her cart. Why does this sequence NOT qualify as a conversion?

- A. Because the contact would have to make a purchase for the sequence to count as a conversion.
- B. Because none of the events within the sequence occurred within the attribution window.
- C. Because only one of the events in the sequence occurred within the attribution window.
- D. Because there must be at least 3 events in a sequence to count as a conversion.

Answer: C

Explanation:

In SAP Emarsys Event Attribution, a sequence-based conversion requires all events to occur within the attribution window:

- * Option B:Correct. The wishlist event occurred 8 days before the add-to-cart event, exceeding the 7-day window. Only the add-to-cart event (last touch) falls within the window relative to itself, but the sequence requires both events to be within 7 days of each other.
- * Option A:Incorrect. The sequence defines the conversion (Wishlist + Add to cart), not a purchase, unless specified otherwise.
- * Option C:Incorrect. A sequence can have 2 events; 3 is not a requirement.
- * Option D:Incorrect. The add-to-cart event did occur within the window (day 8), but the wishlist event (day 0) did not relative to it. The SAP Emarsys Help Portal under "Event Attribution" explains attribution windows and sequence rules. References:SAP Emarsys Help Portal - "Event Attribution" (<https://help.emarsys.com/>).

NEW QUESTION # 22

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

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

Answer: A,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 # 23

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

Answer: B,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 # 24

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