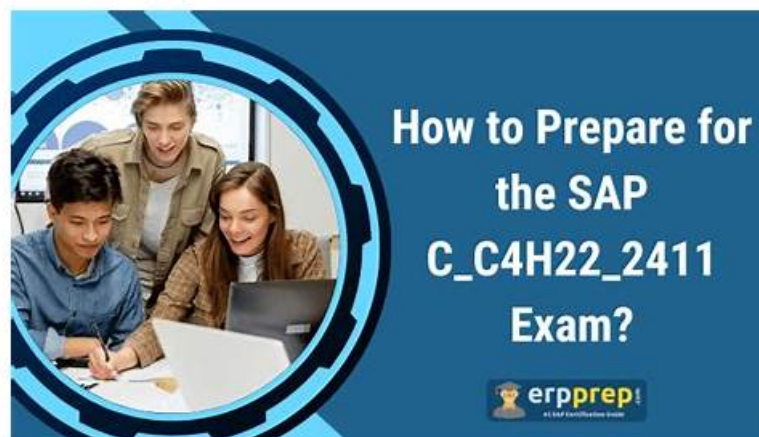


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## SAP C\_C4H22\_2411 Exam Syllabus Topics:

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>• <b>Data Integrations Advanced:</b> 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>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Managing Clean Core:</b> 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>

## SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q67-Q72):

### NEW QUESTION # 67

You are an account owner. You want to add a new administrator with access to Smart Insight. Which user role do you select?

- A. Account Owner
- B. Operator
- **C. BI Administrator**
- D. Administrator

**Answer: C**

Explanation:

In SAP Emarsys, user roles define access levels:

- \* Option C (BI Administrator): Correct. The BI (Business Intelligence) Administrator role is specifically designed to provide access to Smart Insight, which includes advanced analytics and reporting features like revenue and customer lifecycle data.
- \* Option A: Incorrect. Account Owner has full access but is typically reserved for the primary owner, not a new admin.
- \* Option B: Incorrect. Administrator has general access but lacks specific Smart Insight permissions unless customized.
- \* Option D: Incorrect. Operator is a limited role for basic tasks, not analytics access. The SAP Emarsys Help Portal under "User Management" details the BI Administrator role for Smart Insight. References: SAP Emarsys Help Portal - "User Management" (<https://help.emarsys.com/>).

### NEW QUESTION # 68

You delete a contact in SAP Emarsys. Which of the following happens? Note: There are 3 correct answers to this question.

- **A. The contact is deleted from all contact lists.**
- B. The contact is deleted from all marketing campaigns, past and present.
- C. The contact is deleted from the SAP Customer Data Platform immediately.
- **D. The contact purchase data in Smart Insight is deleted.**
- **E. The contact rewards data in Loyalty is deleted.**

**Answer: A,D,E**

Explanation:

Deleting a contact in SAP Emarsys:

- \* Option A: Correct. Purchase data in Smart Insight is removed as it's tied to the contact.
- \* Option B: Correct. The contact is removed from all contact lists in Emarsys.
- \* Option C: Correct. Rewards data in the Loyalty module is deleted with the contact.
- \* Option D: Incorrect. Deletion in SAP CDP depends on integration settings and isn't immediate.
- \* Option E: Incorrect. Past campaign data remains for reporting; only future sends are affected. The SAP Emarsys Help Portal under "Contact Management" details deletion effects. References: SAP Emarsys Help Portal - "Contact Management" (<https://help.emarsys.com/>).

### NEW QUESTION # 69

You are an account owner and must set up security levels for account access and data management. You receive a "Forbidden" message. What should you do to fix this error?

- A. Clear your cookies and access Management > Security Settings.
- **B. Check your email for a link to access the Account Security Settings.**
- C. Go to Management > User Management and verify your email address.
- D. Create a new account owner role and email to access Security Settings.

**Answer: B**

Explanation:

In SAP Emarsys, the "Forbidden" error message when attempting to access the Security Settings page as an Account Owner indicates that a prerequisite step has not been completed. Specifically, Account Owners must verify their email address before they can access the Security Settings page under the Management menu.

This requirement is explicitly outlined in Emarsys documentation to ensure account security and prevent unauthorized access.

The correct action to resolve this issue is to navigate to Management > User Management and verify your email address. According to the Emarsys Help documentation, "Please note that account owners must verify their email address (Management > User Management) before accessing this page. Trying to open Security Settings without a verified email address will result in an error message: 'Forbidden'" (reference: "Security settings:: Your account Security Settings," updated October 17, 2024). This step ensures that the Account Owner's identity is confirmed, aligning with Emarsys' security protocols.

Let's examine why the other options are incorrect:

\* A. Create a new account owner role and email to access Security Settings: This is not a valid solution. Creating a new Account Owner role or email does not address the root cause of the

"Forbidden" error, which is the lack of email verification for the existing Account Owner. Furthermore, only existing Account Owners or Emarsys Support can promote users to the Account Owner role, and the email address field for an Account Owner can only be changed by Emarsys Support, not by creating a new role (reference: "About Account Owners," updated September 25, 2024).

\* C. Check your email for a link to access the Account Security Settings: While an activation email is sent during the initial Account Owner setup, this option does not apply to fixing the "Forbidden" error after the account is created. The email verification process occurs within the platform under User Management, not via an external link specifically for accessing Security Settings (reference: "Activating your Account Owner role," updated October 29, 2024).

\* D. Clear your cookies and access Management > Security Settings: Clearing cookies might resolve some browser-related issues, but it has no bearing on the "Forbidden" error, which is tied to the email verification requirement enforced by the Emarsys platform, not a local browser issue.

Once the email address is verified in Management > User Management, the Account Owner can access the Security Settings page without encountering the "Forbidden" error. This page allows configuration of security levels for account access and data management, such as setting permitted email domains, IP access controls, and API credentials (reference: "Security settings:: Your account Security Settings," updated November 11, 2024). This process underscores Emarsys' emphasis on securing account administration tasks, ensuring only verified Account Owners can modify critical settings.

## NEW QUESTION # 70

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

**Answer: B,D,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 # 71

You have 1500 contacts and have manually uploaded 100 additional new ones, but the number of available contacts on the Database Growth widget still shows 1500. You checked that the email address fields are filled and the email addresses are valid. What are some possible reasons why the additional new contacts are not showing up? Note: There are 2 correct answers to this question.

- A. The update takes at least 24 hours to show in the widget.
- B. The Database Growth widget only shows auto-imported contacts.
- C. Too many new contacts were uploaded at the same time.
- D. The opt-in field was not set to TRUE.

Answer: A,D

Explanation:

If new contacts don't appear in the Database Growth widget:

- \* Option A:Correct. The widget updates periodically (often daily), so a delay of up to 24 hours is possible.
- \* Option D:Correct. If the opt-in field isn't TRUE, contacts may not count as "available" for marketing.
- \* Option B:Incorrect. Upload volume doesn't inherently block updates.
- \* Option C:Incorrect. The widget includes manual uploads, not just auto-imports.The SAP Emarsys Help Portal under "Database Growth" explains update timing and opt-in impact.References:SAP Emarsys Help Portal - "Database Growth" (<https://help.emarsys.com/>).

### NEW QUESTION # 72

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