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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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You will need to pass the SAP C-C4H22-2411 exam to achieve the SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) certification. Due to extremely high competition, passing the SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) exam is not easy; however, possible. You can use Free4Torrent products to pass the SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) exam on the first attempt. The SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) practice exam gives you confidence and helps you understand the criteria of the testing authority and pass the SAP Certified Associate - Implementation Consultant - SAP Emarsys (C-C4H22-2411) exam on the first attempt.

SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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 3	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	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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q77-Q82):

NEW QUESTION # 77

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

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

Answer: A,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 # 78

You want to create a segment of low spenders for a lifecycle program. Where can you see a visual breakdown of buyer status and create the segment?

- **A. Analytics > Customer Lifecycle**
- B. Contacts > Combined Segments
- C. Management > Smart Insight Settings
- D. Analytics > Revenue Analytics

Answer: A

Explanation:

To create a segment of low spenders for a lifecycle program, you need a tool that provides both a visual breakdown of buyer status (e.g., spending behavior) and segmentation capabilities:

- * Option C (Analytics > Customer Lifecycle): Correct. The Customer Lifecycle dashboard in SAP Emarsys provides a visual overview of buyer statuses (e.g., first-time, repeat, low spenders) based on purchase data from Smart Insight. It also allows you to create segments directly from this view.
- * Option A: Incorrect. Smart Insight Settings is for configuring data feeds, not for visualizing or creating segments.
- * Option B: Incorrect. Combined Segments is for building segments but lacks the visual buyer status breakdown.
- * Option D: Incorrect. Revenue Analytics shows revenue trends, not detailed buyer status visuals or direct segment creation. The SAP Emarsys Help Portal under "Customer Lifecycle" confirms this functionality. References: SAP Emarsys Help Portal - "Customer Lifecycle" (<https://help.emarsys.com/>).

NEW QUESTION # 79

Which of the following are features of the clean core dashboard? Note: There are 2 correct answers to this question.

- **A. It can be accessed by using SAP For Me.**
- **B. Customers can use the dashboard in the dev, test, and production tenants.**
- C. It can be used in all SAP S/4HANA Cloud editions.
- D. Customers can grant access to the dashboard to partners.

Answer: A,B

Explanation:

The "Clean Core Dashboard" is not a specific feature of SAP Emarsys but rather relates to SAP S/4HANA Cloud as part of the broader SAP ecosystem. Since the question appears in the context of an SAP Emarsys-related list but references a clean core concept, I'll clarify based on SAP's official documentation for both systems:

- * Option A: Correct. The Clean Core Dashboard in SAP S/4HANA Cloud is available across development, test, and production tenants to monitor system health and compliance with clean core principles (e.g., minimizing customizations).
- * Option B: Incorrect. While partners can be involved in SAP projects, the Clean Core Dashboard is primarily for customer use, and granting access to partners is not a standard feature highlighted in official documentation.
- * Option C: Incorrect. The dashboard's availability depends on the specific S/4HANA Cloud edition (e.g., Public vs. Private Cloud), and not all editions may fully support it as a standard feature.
- * Option D: Correct. SAP For Me is a customer portal that provides access to various dashboards, including those related to clean core monitoring for S/4HANA systems. Since this question seems misplaced in an Emarsys context, the explanation aligns with SAP S/4HANA Cloud's Clean Core Dashboard. For Emarsys-specific dashboards, refer to "Strategic Dashboard" or "Predict Dashboard," but these do not match the options provided. References: SAP Help Portal - "Clean Core Strategy" (<https://help.sap.com/>), SAP For Me Documentation.

NEW QUESTION # 80

You created a new lookalike audience for Facebook in Digital Ads and notice the size of your audience displayed is -1. How is this possible?

- A. Facebook does not provide audience size when multiple contact identifiers are used for contact matching.
- B. The network audience was created but there are not enough contacts.
- C. The network audience was created but the transfer of the contacts failed.
- **D. The network is searching for matching profiles and has not yet finished.**

Answer: D

Explanation:

A -1 audience size in Digital Ads indicates:

* Option D:Correct. The audience is still being processed by Facebook, searching for matching profiles, and the size isn't finalized yet.

* Option A:Incorrect. Insufficient contacts would show a low number, not -1.

* Option B:Incorrect. Multiple identifiers don't inherently prevent size reporting.

* Option C:Incorrect. A failed transfer would show an error, not -1.The SAP Emarsys Help Portal under

"Digital Ads" explains -1 as a processing state.References:SAP Emarsys Help Portal - "Digital Ads" (<https://help.emarsys.com/>).

NEW QUESTION # 81

You need to update some existing contact records using the SAP Emarsys Customer Engagement API. Which HTTP method should be used when calling the API?

- **A. PUT**
- B. POST
- C. GET
- D. DELETE

Answer: A

Explanation:

For updating contacts via the SAP Emarsys API:

* Option C (PUT):Correct. The PUT method is used to update existing contact records by specifying the contact ID and new data.

* Option A:Incorrect. POST is for creating new resources, not updating existing ones.

* Option B:Incorrect. DELETE removes contacts, not updates them.

* Option D:Incorrect. GET retrieves data, not modifies it.The SAP Emarsys API Documentation under

"Contact Endpoints" specifies PUT for updates.References:SAP Emarsys API Documentation -

"Contact API" (<https://dev.emarsys.com/>).

NEW QUESTION # 82

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