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SAP CERTIFICATION

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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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.
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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q44-Q49):

NEW QUESTION # 44

Which of the following metrics are available in the Store Reporting dashboard? Note: There are 3 correct answers to this question.

- **A. Store Purchases**
- **B. Average Purchase Value**
- C. New Store Revenue
- **D. Store Revenue**
- E. Total Refunds

Answer: A,B,D

Explanation:

The Store Reporting dashboard in SAP Emarsys (via Smart Insight) includes:

- * Option C (Store Revenue):Correct. Total revenue per store is a key metric.
- * Option D (Store Purchases):Correct. Number of purchases per store is tracked.
- * Option E (Average Purchase Value):Correct. Average order value per store is available.
- * Option A:Incorrect. "New Store Revenue" isn't a standard metric; it's just "Store Revenue."
- * Option B:Incorrect. Refunds are not typically detailed in Store Reporting.The SAP Emarsys Help Portal under "Store Reporting" lists these metrics.References:SAP Emarsys Help Portal - "Smart Insight - Store Reporting" (<https://help.emarsys.com/>).

Below is the eighth batch of 10 questions (71-80) 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 # 45

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

There are 3 correct answers to this question.

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

Answer: A,C,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 | help.emarsys.com

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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 # 46

What can you configure in the Email Widget Editor shown below? Note: There are 2 correct answers to this question.

- A. The layout and currency format of the recommendation
- B. The image of the product used for the recommendation
- C. The language of the recommendation
- D. The product catalog fields you want to display in the recommendation

Answer: A,D

Explanation:

The Email Widget Editor in SAP Emarsys (part of Predict) allows configuration of recommendation widgets:

* Option A: Correct. You can adjust the layout (e.g., grid, list) and currency format for displayed prices.

* Option D: Correct. You can select which product catalog fields (e.g., title, price) to display.

* Option B: Incorrect. Product images are pulled from the catalog, not configured in the editor.

* Option C: Incorrect. Language is set at the campaign level, not in the widget editor. The SAP Emarsys Help Portal under "Predict Recommendations" details these options. References: SAP Emarsys Help Portal - "Predict Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 47

How are list-unsubscribes generated?

- A. A recipient changes his or her newsletter information in the account profile.
- B. A recipient opts out by using the Unsubscribe link provided by the email client.
- C. A recipient opts out by using the Unsubscribe link in the email header.
- D. A recipient opts out by using the Unsubscribe link in the email footer.

Answer: C

Explanation:

List-unsubscribes in SAP Emarsys refer to a standardized unsubscribe mechanism:

* Option B: Correct. List-unsubscribes are generated when a recipient clicks the unsubscribe link in the email header, typically inserted via the List-Unsubscribe header (RFC 2369), which Emarsys supports for compliance.

- * Option A: Incorrect. Changing profile info may update preferences but doesn't trigger a list- unsubscribe.
- * Option C: Incorrect. Footer unsubscribe links typically lead to a preference center, not a list- unsubscribe.
- * Option D: Incorrect. Email client links (e.g., "Report Spam") are not managed by Emarsys as list- unsubscribes. The SAP Emarsys Help Portal under "Email Compliance" details the header-based list- unsubscribe process. References: SAP Emarsys Help Portal - "Email Compliance" (<https://help.emarsys.com/>).

NEW QUESTION # 48

Which statement correctly describes the data flow of Web recommendations?

- A. Recommendations are requested from the end user's email server by the JavaScript API. The returned recommendations are then displayed by the same API.
- B. Recommendations are requested from SAP Emarsys Customer Engagement servers. The returned recommendations are then displayed on the client website.
- **C. Recommendations are requested from the end user's browser by the JavaScript API. The returned recommendations are then displayed by the same API.**
- D. Recommendations are displayed on SAP Emarsys Customer Engagement servers using a PHP module.

Answer: C

Explanation:

Web recommendations in SAP Emarsys work as follows:

- * Option A: Correct. The JavaScript API (Web Extend) requests recommendations from the Emarsys servers directly from the user's browser, then renders them on the website.
- * Option B: Incorrect. Requests originate from the browser, not Emarsys servers.
- * Option C: Incorrect. Email servers are unrelated to Web recommendations.
- * Option D: Incorrect. Recommendations are displayed client-side, not on Emarsys servers. The SAP Emarsys Help Portal under "Web Recommendations" confirms this data flow. References: SAP Emarsys Help Portal - "Web Recommendations" (<https://help.emarsys.com/>).

NEW QUESTION # 49

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