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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	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 4	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.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q70-Q75):

NEW QUESTION # 70

Which of the following statements apply when importing product data files into SAP Emarsys Customer Engagement? Note: There are 2 correct answers to this question.

- A. A comma (,) must be used to separate multiple values in category fields.
- B. Redundant white spaces are automatically trimmed unless they are quoted (e.g., 1, 2, 3 is the same as 1,2,3).
- C. Values are NOT case sensitive, (e.g., Women Dress 100 is the same as women_dress_100).
- D. Uploading product data files over a secure connection with password protection is supported.

Answer: A,B

Explanation:

For product data imports in SAP Emarsys:

* Option A:Correct. Redundant white spaces are trimmed unless quoted, ensuring consistent parsing.

* Option D:Correct. Commas are the standard separator for multi-value fields like categories.

* Option B:Incorrect. Password protection isn't a supported feature for uploads; security is via SFTP /HTTPS.

* Option C:Incorrect. Values are case-sensitive in product feeds (e.g., "Women" # "women").The SAP Emarsys Help Portal under "Product Catalog Import" confirms these rules.References:SAP Emarsys Help Portal - "Product Catalog" (<https://help.emarsys.com/>).

NEW QUESTION # 71

You want to build a comma-separated values (CSV) file and import it into SAP Emarsys. Which of the following rules apply? Note: There are 2 correct answers to this question.

- A. Imported files must have a newline control character in the first 265 KB.
- B. Values are not case sensitive.
- C. UTF-8 4 byte characters are allowed.
- D. Always use a period as the decimal separator.

Answer: A,D

Explanation:

When preparing a comma-separated values (CSV) file for import into SAP Emarsys, it's essential to adhere to specific formatting guidelines to ensure data integrity and successful import processes.

B: Always use a period as the decimal separator.For numerical data, especially floating-point numbers, SAP Emarsys mandates the use of a period (.) as the decimal separator, regardless of regional or locale- specific conventions that might use a comma (,). This standardization ensures consistent data interpretation across different systems and regions.

D: Imported files must have a newline control character in the first 265 KB.To prevent the accidental upload of binary files and to ensure proper file processing, SAP Emarsys requires that imported CSV files contain a newline control character within the first 265 kilobytes (KB) of the file. This requirement helps the system recognize and validate the file format before processing the entire content. help.emarsys.com Incorrect Options:

A: UTF-8 4 byte characters are allowed.This statement is incorrect. SAP Emarsys supports UTF-8 encoding for CSV files; however, it does not allow UTF-8 4-byte characters, such as emojis. Including such characters can prevent the successful import of files. help.emarsys.com+5help.emarsys.com+5help.emarsys.com+5 C: Values are not case sensitive.This statement is also incorrect. In SAP Emarsys, values within CSV files are case sensitive. For example, the email addresses "example@address.com" and "EXample@address.com" would be treated as distinct entries. help.emarsys.com Adhering to these guidelines is crucial for the accurate and efficient import of data into SAP Emarsys, ensuring that your marketing campaigns and data analyses are based on reliable information.

NEW QUESTION # 72

You want to update your contact database. Which of the following options are recommended when it comes to uniquely identifying contacts? Note: There are 3 correct answers to this question.

- A. Use an SAP Emarsys Customer Engagement internal ID.
- B. Use an external ID.
- C. Use email address.
- D. Use phone number.
- E. Use first name and last name.

Answer: A,B,C

Explanation:

For unique contact identification in SAP Emarsys:

- * Option A: Correct. Email address is a primary unique identifier, widely used.
- * Option C: Correct. External ID (e.g., CRM ID) is recommended for integration and uniqueness.
- * Option D: Correct. Emarsys internal ID ensures uniqueness within the platform.
- * Option B: Incorrect. Phone numbers can change or be non-unique (e.g., shared).
- * Option E: Incorrect. First and last names are not unique identifiers. The SAP Emarsys Help Portal under "Contact Management" recommends these identifiers. References: SAP Emarsys Help Portal - "Contact Management" (<https://help.emarsys.com/>).

NEW QUESTION # 73

Which of the following statements apply when using Google Product Feed (GPF)?

- A. Multiple GPFs are supported for clients who target multiple countries.
- B. Multiple GPFs are not supported for clients who use multiple languages.
- C. A custom field can be inserted using c_* format.
- D. United States is selected as the default locale if a language is not supported.

Answer: A

Explanation:

Google Product Feed (GPF) integration in SAP Emarsys enhances product recommendations:

- * Option C: Correct. Multiple GPFs are supported for clients targeting multiple countries, allowing tailored feeds per region or market.
- * Option A: Incorrect. There's no mention of the U.S. as a default locale; unsupported languages typically fall back to a client-defined default.
- * Option B: Incorrect. Multiple GPFs are supported regardless of language use, countering this statement.
- * Option D: Incorrect. Custom fields in GPF use a specific syntax, but "c_*" is not the standard format per Emarsys documentation (it's more aligned with Google's custom attributes). The SAP Emarsys Help Portal under "Google Product Feed" confirms support for multiple feeds. References: SAP Emarsys Help Portal - "Google Product Feed" (<https://help.emarsys.com/>).

NEW QUESTION # 74

The image below shows the summary page of your mobile app tutorial program. What does "583 Messages Triggered" represent? Note: There are 2 correct answers to this question.

- A. It is the number of SMS messages sent.
- B. It is the number of all messages sent in the Interactions program, regardless of the channel.
- C. It is the number of mobile push messages sent.
- D. It is the number of contacts who entered the program.

Answer: B,C

Explanation:

"583 Messages Triggered" on an Interactions program summary:

- * Option B: Correct. In Interactions, this metric reflects all messages sent across configured channels (e.g., push, SMS) in the program.

* Option C: Incorrect. Contacts entering is a separate metric (e.g., "Entered"), not "Messages Triggered." The SAP Emarsys Help Portal under "Interactions Reporting" explains this metric. References: SAP Emarsys Help Portal - "Interactions" (<https://help.emarsys.com/>).

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