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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	• 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	• 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 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.

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Top Valid Braindumps C_C4H22_2411 Ebook Free PDF | Valid New Exam C_C4H22_2411 Braindumps: SAP Certified Associate - Implementation Consultant - SAP Emarsys

If you are remain an optimistic mind all the time when you are preparing for the C_C4H22_2411 exam, we deeply believe that it will be very easy for you to successfully pass the C_C4H22_2411 exam, and get the related C_C4H22_2411 certification in the near future. Of course, we also know that how to keep an optimistic mind is a question that is very difficult for a lot of people to answer. As is known to us, where there is a will, there is a way. We believe you will get wonderful results with the help of our C_C4H22_2411 Exam Questions as we have been professional in this field.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q50-Q55):

NEW QUESTION # 50
Which of the following are valid methods to track revenue? Note: There are 2 correct answers to this question.

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

Answer: B,D

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 # 51
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 all messages sent in the Interactions program, regardless of the channel.

- **B. It is the number of mobile push messages sent.**
- C. It is the number of contacts who entered the program.
- D. It is the number of SMS messages sent.

Answer: A,B

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 D:Correct. Since it's a mobile app tutorial program, it specifically includes mobile push messages sent, a common channel for such programs.
* Option A:Incorrect. It's not limited to SMS; it includes all channels unless specified.
* 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/).

NEW QUESTION # 52
For "Back in stock" programs, what values must be set to ensure that contacts are only notified if at least a specified quantity is available? Note: There are 2 correct answers to this question.

- **A. Stock amount**
- **B. Back in stock threshold**
- C. Availability
- D. Quantity

Answer: A,B

Explanation:
In "Back in Stock" programs in SAP Emarsys:
* Option A (Back in stock threshold):Correct. This setting defines the minimum stock level required before triggering notifications, ensuring contacts are only notified when sufficient quantity is available.
* Option B (Stock amount):Correct. The stock amount in the product catalog must be updated and compared against the threshold to determine notification eligibility.
* Option C:Incorrect. "Availability" is a status (e.g., in stock), not a quantity-specific setting.
* Option D:Incorrect. "Quantity" is not a distinct field in this context; it's covered by stock amount.The SAP Emarsys Help Portal under "Back in Stock Programs" confirms these settings.References:SAP Emarsys Help Portal - "Automation Center - Back in Stock" (https://help.emarsys.com/).

NEW QUESTION # 53
What can you do with Open Data for SAP Emarsys? Note: There are 3 correct answers to this question.

- **A. Upload your own additional data into Open Data.**
- **B. Connect an Open Data project to multiple Emarsys accounts (tenants).**
- **C. Automatically export data and use it in your third-party BI tools.**
- D. Use any business email account with Open Data.
- E. Export datasets up to 10 MB maximum.

Answer: A,B,C

Explanation:
Open Data in SAP Emarsys allows integration of external data:
* Option A:Correct. An Open Data project can be connected to multiple Emarsys tenants for centralized data use.
* Option C:Correct. Data can be automatically exported for use in third-party BI tools via APIs or scheduled exports.
* Option E:Correct. Users can upload additional data (e.g., custom datasets) into Open Data for enrichment.
* Option B:Incorrect. There's no strict 10 MB export limit; limits depend on configuration, not a fixed size.
* Option D:Incorrect. Open Data requires specific setup, not just any business email account.The SAP Emarsys Help Portal under "Open Data" confirms these capabilities.References:SAP Emarsys Help Portal - "Open Data" (https://help.emarsys.com/).

NEW QUESTION # 54

Why is "daily" the recommended frequency for importing sales data into Smart Insight?

- A. To comply with SAP Emarsys file maintenance policy.
- B. To prevent load failures for files exceeding 10 GB.
- C. To align with the Smart Insight dashboard update frequency.
- D. To align with recommended frequency for product data.

Answer: C

Explanation:
Smart Insight in SAP Emarsys relies on sales data for analytics like Customer Lifecycle:
* Option B:Correct. Daily imports are recommended because the Smart Insight dashboard updates daily, ensuring analytics reflect the latest sales data for accurate insights.
* Option A:Incorrect. File size limits (e.g., 10 GB) are not the primary reason; Emarsys supports larger files via chunking if needed.
* Option C:Incorrect. Product data frequency (often less frequent) is distinct from sales data needs.
* Option D:Incorrect. File maintenance policies exist but don't dictate daily imports as a compliance rule.
The SAP Emarsys Help Portal under "Smart Insight" recommends daily sales data imports for dashboard alignment.References:SAP Emarsys Help Portal - "Smart Insight" (https://help.emarsys.com
/).

NEW QUESTION # 55

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