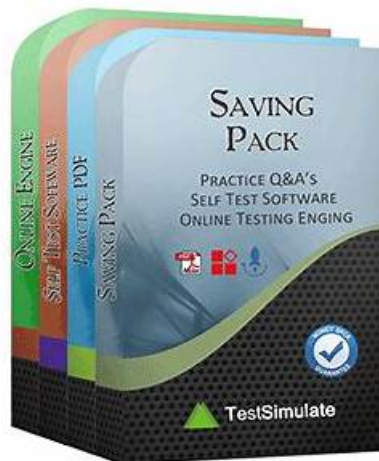# Reliable C-C4H22-2411 Test Objectives, C-C4H22-2411 Vce Files

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It is similar to the C-C4H22-2411 desktop-based software, with all the elements of the desktop practice exam. This mock exam can be accessed from any browser and does not require installation. The SAP C-C4H22-2411 questions in the mock test are the same as those in the real exam. And candidates will be able to take the web-based SAP C-C4H22-2411 Practice Test immediately through any operating system and browsers.

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	• 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 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 (Q25-Q30):

NEW QUESTION # 25
Which of the following attributes can be used for Smart Insight filtering? Note: There are 3 correct answers to this question.

- A. Expired Coupon - You can filter for users whose coupon has expired.
- B. Price amount - You can filter orders based on a price range for items purchased in those orders.
- C. Email campaign name - You can filter contacts based on the campaign's name in Emarsys.
- D. External ID - you can filter contacts by this ID if you use an external ID to identify your customers, products, or stores.
- E. Attribution channel - You can filter by the channel responsible for the purchase (currently email, In- app, and Push campaigns).

Answer: B,C,E

Explanation:
Smart Insight filtering in SAP Emarsys includes:
* Option A:Correct. Attribution channel (e.g., email, push) is a filter for purchase sources.
* Option C:Correct. Email campaign name allows filtering by specific campaigns.
* Option D:Correct. Price amount enables filtering by order value ranges.
* Option B:Incorrect. Expired Coupon is not a standard Smart Insight filter.
* Option E:Incorrect. External ID filters contacts, not Smart Insight purchase data directly.The SAP Emarsys Help Portal under
"Smart Insight" lists these filters.References:SAP Emarsys Help Portal -
"Smart Insight" (https://help.emarsys.com/).

NEW QUESTION # 26
Why is "daily" the recommended frequency for importing sales data into Smart Insight?

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

Answer: C

NEW QUESTION # 27

What do you use to personalize the First Name field with fallback text if the field is empty? Note: There are 2 correct answers to this question.

- A. Personalization token
- B. Manage optional content
- C. Link Editor
- D. Emarsys Scripting Language

Answer: A,D

Explanation:

To personalize with a fallback in SAP Emarsys:

* Option A (Personalization token):Correct. Tokens (e.g., {{contact.first_name | default: 'Friend'}}) allow a fallback value if the field is empty.

* Option D (Emarsys Scripting Language):Correct. ESL can use conditionals (e.g., {% if contact.

first_name %}{{contact.first_name}}{% else %}Friend{% endif %}) for fallbacks.

* Option B:Incorrect. Manage Optional Content is for A/B testing, not field fallbacks.

* Option C:Incorrect. Link Editor is for URLs, not text personalization.The SAP Emarsys Help Portal under "Personalization" details tokens and ESL for this purpose.References:SAP Emarsys Help Portal -

"Personalization" (https://help.emarsys.com/).

NEW QUESTION # 28

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

Answer: B,C,D

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 # 29

A one-time promotional email campaign is scheduled to be sent for all female contacts in the database. New contacts are added automatically to the contact database and all new registrations should be included in the recipient source of the email. Which recipient source do you use?

- A. Email Settings > Recipient source > Web behavior segment
- B. Email Settings > Recipient source > Using a segment
- C. Email Settings > Recipient source > Mobile Engage segment
- D. Email Settings > Recipient source > Generated through an event > On Registration

Answer: B

Explanation:

For a one-time email campaign including all female contacts (existing and new):

* Option A:Correct. Using a segment (e.g., "Gender = Female") as the recipient source ensures all current and newly added female contacts are included, as segments dynamically update until campaign launch.
* Option B:Incorrect. Mobile Engage segment is specific to mobile push, not email.
* Option C:Incorrect. Web behavior segment focuses on web actions, not gender or registration.
* Option D:Incorrect. "On Registration" is an event trigger for automation, not a one-time batch send.

The SAP Emarsys Help Portal under "Email Campaigns" confirms segments for dynamic recipient inclusion.References:SAP Emarsys Help Portal - "Email Campaigns" (https://help.emarsys.com/).

NEW QUESTION # 30

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