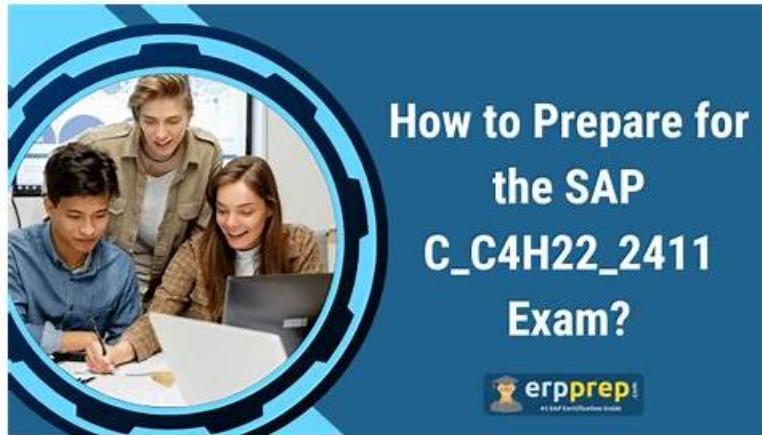


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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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 2	<ul style="list-style-type: none"> • 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 3	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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.

SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q29-Q34):

NEW QUESTION # 29

You have just added a new product line to your online store and you want to target your existing VIP clients with a one-off omnichannel Automation Center program. Which entry node do you use?

- A. Entry from program
- **B. Target segment**
- C. External event
- D. Channel Engagement

Answer: B

Explanation:

For a one-off omnichannel program targeting VIP clients in the Automation Center:

* Option A (Target segment):Correct. A segment of VIP clients (e.g., based on purchase history) is used as the entry node for a one-time campaign across channels.

* Option B:Incorrect. Channel Engagement is not an entry node; it's a metric or condition, not a starting point.

* Option C:Incorrect. Entry from program is for linking programs, not a one-off entry.

* Option D:Incorrect. External event is for real-time triggers (e.g., API calls), not a static segment. The SAP Emarsys Help Portal under "Automation Center" confirms Target Segment for one-off campaigns.

References:SAP Emarsys Help Portal - "Automation Center" (<https://help.emarsys.com/>).

NEW QUESTION # 30

You are creating personalization tokens that you can reuse across different channel campaigns. Which of the following token types are available? Note: There are 2 correct answers to this question.

- A. Custom Data
- **B. External Data**
- C. Email Address
- **D. Contact Data**

Answer: B,D

Explanation:

Personalization tokens in SAP Emarsys allow reusable data insertion across channels:

* Option A (Contact Data):Correct. Tokens can pull from contact fields (e.g., first name, email), a core personalization type.

* Option C (External Data):Correct. Tokens can use data from external sources (e.g., Relational Data or API feeds) for dynamic content.

* Option B:Incorrect. "Email Address" is a specific field within Contact Data, not a distinct token type.

* Option D:Incorrect. "Custom Data" is not a defined token type; custom fields fall under Contact Data or External Data. The SAP Emarsys Help Portal under "Personalization Tokens" lists Contact Data and External Data as key types. References:SAP Emarsys

Help Portal - "Personalization Tokens" (<https://help.emarsys.com>).

NEW QUESTION # 31

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

Answer: A,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 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 # 32

What actions can an account owner perform on the Security Settings page? Note: There are 2 correct answers to this question.

- A. Set up IP access control
- B. Create external events.
- C. Deactivate users.
- D. Define the permitted email domains.

Answer: A,D

Explanation:

The Security Settings page in SAP Emarsys is a critical administrative interface accessible only to Account Owners, allowing them to configure security levels for account access and data management. According to the official SAP Emarsys documentation, the correct answers are A (Set up IP access control) and B (Define the permitted email domains). Below is a detailed explanation of each option, validated against Emarsys resources, to clarify why these two are correct and the others are not.

* A. Set up IP access control:

* Explanation: Account Owners can configure IP access control on the Security Settings page to enhance account security. This feature restricts login access to approved IP addresses, requiring two-step authentication for logins from unrecognized IPs. The documentation states, "Set up IP access control: This is an optional, but highly recommended, security feature that requires two-step authentication for all login attempts from unrecognized IP addresses" (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). When enabling this feature, Account Owners can define allowed IP addresses or ranges, ensuring that users logging in from these IPs can use only their username and password, while others must complete additional verification.

This action is a core capability of the Security Settings page, making option A correct.

* B. Define the permitted email domains:

* Explanation: Another key action available to Account Owners on the Security Settings page is defining permitted email domains. This setting ensures that all users in the account have email addresses from approved domains, as Emarsys only sends invitation emails and security-related communications (e.g., password resets) to these domains. The documentation confirms, "Define the permitted email domains: All the users in your account must have valid email addresses that belong to a domain listed here" (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). At least one domain must be specified (e.g., the Account Owner's domain), and multiple domains can be added as needed. This is a fundamental security configuration task exclusive to the Security Settings page, validating option B.

* C. Create external events:

* Explanation: Creating external events is not an action performed on the Security Settings page.

External events in SAP Emarsys are used to trigger automated actions (e.g., emails or program entries) based on data imports or API calls, and their setup occurs in the Automation Center or via API configurations, not under Security Settings. The documentation

specifies that external events are managed through "Automation > External Events" or API integration settings (reference: "External Events Setup," updated October 2024), and the Security Settings page focuses solely on access and data management controls (e.g., IP restrictions, email domains, API credentials). Thus, this action is outside the scope of the Security Settings page, making option C incorrect.

* D. Deactivate users:

* Explanation: Deactivating users is an administrative task performed on the User Management page, not the Security Settings page. Account Owners can deactivate user profiles to prevent login access (e.g., if credentials are compromised) by navigating to Management > User Management > Users, selecting a user, and using the deactivate option. The documentation states, "As Account Owner, you can also edit user profiles on the User Management page, as well as deactivate and reactivate them" (reference: "Creating and managing users," updated June 10, 2024).

2024). While security-related, this action is distinct from the configurations available on the Security Settings page, which focuses on account-wide settings rather than individual user management, disqualifying option D.

Additional Context: The Security Settings page also allows other actions, such as creating API credentials and WebDAV users, or setting up Keyring for SFTP imports (reference: "Security settings:: Your account Security Settings," updated November 12, 2024). However, the question limits the correct answers to two, and options A and B are explicitly highlighted as primary tasks in the documentation. Options C and D, while relevant to broader account administration, do not align with the specific functionalities of the Security Settings page.

Conclusion: The actions an Account Owner can perform on the Security Settings page include setting up IP access control (A) and defining the permitted email domains (B), as these are core security configurations explicitly supported by this interface in SAP Emarsys.

NEW QUESTION # 33

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

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

Answer: C

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 # 34

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