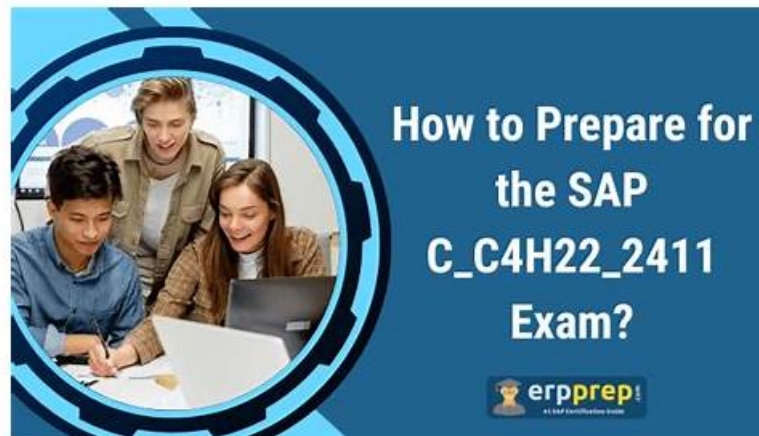


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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 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	• 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.
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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q12-Q17):

NEW QUESTION # 12

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

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

Answer: A

NEW QUESTION # 13

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

Answer: A

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 # 14

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 # 15

You are preparing for a big in-store event. You want to use the data collected from the in-store event for a follow-up campaign. Specifically you want to segment by the registration source and the registration date.
What custom field types do you need to create? Note: There are 2 correct answers to this question.

- A. Multiple choice
- B. URL field
- C. Single choice
- D. Date-entry

Answer: C,D

Explanation:

To segment by registration source and date:

* Option A (Date-entry):Correct. A date field is needed to store and filter by registration date.
* Option C (Single choice):Correct. A single-choice field (e.g., dropdown) can store the registration source (e.g., "In-Store Event").
* Option B:Incorrect. Multiple choice is unnecessary since each contact has one source.
* Option D:Incorrect. URL field is irrelevant for this data.The SAP Emarsys Help Portal under "Field Editor" confirms these field types for segmentation.References:SAP Emarsys Help Portal - "Field Editor" (<https://help.emarsys.com/>).

NEW QUESTION # 16

You are a consultant on an SAP S/4HANA Cloud greenfield project. As part of their clean core journey, the customer must analyze the current IT landscape to eliminate redundant systems and establish an efficient architectural design. Which of the following can you use to do the analysis?

- A. SAP Solution Manager
- B. SAP Best Practices
- C. SAP Cloud ALM
- D. Lean IX

Answer: D

Explanation:

* Option B (Lean IX):Correct. Lean IX is an enterprise architecture management tool recommended by SAP for analyzing IT landscapes, identifying redundancies, and designing efficient architectures-key steps in a clean core journey.
* Option A (SAP Best Practices):Incorrect. While SAP Best Practices provide preconfigured processes, they are not analysis tools for IT landscapes.
* Option C (SAP Cloud ALM):Incorrect. SAP Cloud ALM is for application lifecycle management (e.g., implementation, operations), not specifically for IT landscape analysis.
* Option D (SAP Solution Manager):Incorrect. While Solution Manager can analyze systems, it is more suited for traditional SAP environments, not the cloud-focused clean core approach in S/4HANA greenfield projects.SAP's clean core documentation highlights tools like Lean IX for landscape analysis.
References:SAP Help Portal - "Clean Core for SAP S/4HANA Cloud" (<https://help.sap.com/>).

NEW QUESTION # 17

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