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SAP C-C4H22-2411 Exam Syllabus Topics:

Topic	Details

Topic 1	<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 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"> 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 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 (Q70-Q75):

NEW QUESTION # 70

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

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

Answer: A,B,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 # 71

You are a consultant on an SAP S/4HANA Cloud greenfield project. Which of the following aspects should you focus on to achieve and maintain clean core data quality? Note: There are 2 correct answers to this question.

- A. Efficiency
- B. Timeliness
- C. Accuracy
- D. Stability

Answer: B,C

Explanation:

This question relates to SAP S/4HANA's clean core concept, interpreted here:

- * Option B (Timeliness):Correct. Ensuring data is up-to-date is critical for clean core quality in real-time systems like S/4HANA.
- * Option C (Accuracy):Correct. Accurate data is foundational to maintaining a clean core, avoiding errors from customizations.
- * Option A:Incorrect. Stability is a system attribute, not a direct data quality focus.
- * Option D:Incorrect. Efficiency is operational, not a primary data quality aspect. The SAP Help Portal under "Clean Core" emphasizes timeliness and accuracy for data quality. References:SAP Help Portal - "Clean Core Strategy" (<https://help.sap.com/>).

NEW QUESTION # 72

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

Answer: A,B

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 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 # 73

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 # 74

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

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 # 75

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