



CERTSWARRIOR

# SAP C\_C4H22\_2411

**SAP Certified Associate - Implementation Consultant - SAP  
Emarsys**

**Questions&AnswersPDF**

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# Latest Version: 7.1

## Subjects

1. Product Overview
2. Managing Clean Core
3. Campaign Management
4. Data Integrations Advanced
5. Analytics and Insights
6. Data Collection and Contact Management
7. Account Creation and Settings

**Topic: 1**  
**Product Overview**

### Question: 1

You want to create a trigger in order to send a password reset email.  
Which data management option do you need?

- A. External Event
- B. Field Editor
- C. Form Settings > Opt-in Invitations and Interests
- D. Event Monitoring

**Answer: B**

**Product Overview**

### Question: 2

You want to create a segment of low spenders for a lifecycle program.  
Where can you see a visual breakdown of buyer status and create the segment?

- A. Contacts > Combined Segments
- B. Analytics > Revenue Analytics
- C. Management > Smart Insight Settings
- D. Analytics > Customer Lifecycle

**Answer: C**

**Product Overview**

### Question: 3

You created link categories under Management > Link Categories. Where can you use them?

- A. Contacts > Segments
- B. Strategic Dashboard > Increase active customer revenue widget
- C. Analytics > Campaign Analytics
- D. VCE Email Editor > Predict Mail Category widget

**Answer: A**

#### Product Overview

### Question: 4

You are implementing Web Channel and you are told to use all Web campaign types available. What are your choices?

Note: There are 3 correct answers to this question.

- A. Category: to insert a category-level recommendation
- B. Overlay: to have content appear above the normal website content
- C. Space: to insert blank elements on your website
- D. Embed: to replace a selected element on your website
- E. Ribbon: to display a ribbon at the top or bottom of the page

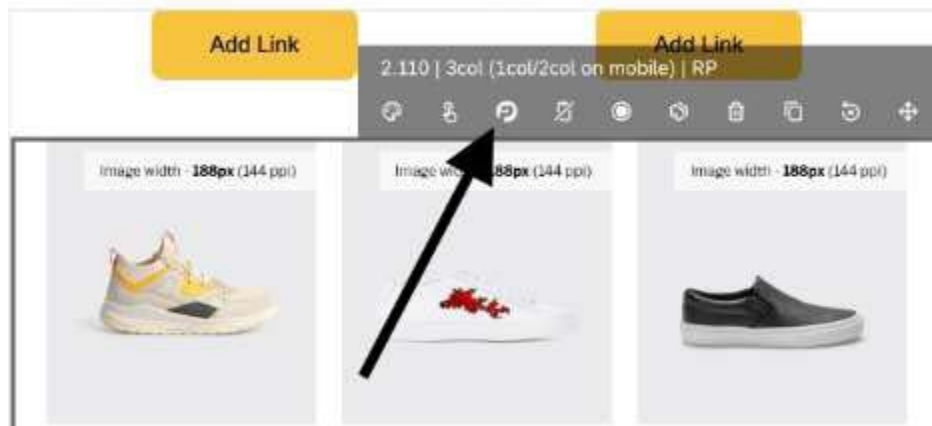
**Answer: B, D, E**

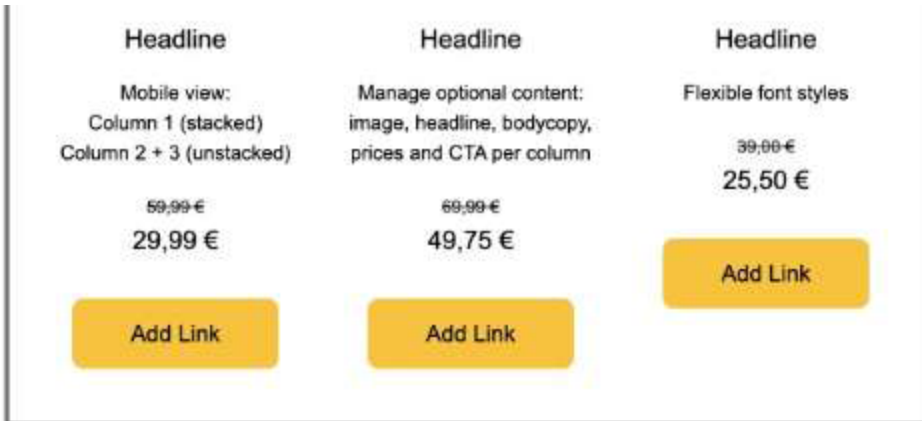
#### Product Overview

### Question: 5

What can you configure in the Email Widget Editor shown below?

Note: There are 2 correct answers to this question.





- A. The image of the product used for the recommendation
- B. The language of the recommendation
- C. The product catalog fields you want to display in the recommendation
- D. The layout and currency format of the recommendation

**Answer: C, D**

#### Product Overview

### Question: 6

A test user received an email with a form to confirm a premium newsletter subscription. The content of the opt-in invitation has a typo: "Yes, I WULD like to receive emails about new products and special promotions."

Where can you correct this?

- A. Content > Forms
- B. Channels > Email Campaigns
- C. Management > Form Settings > Opt-in Invitation and Interests
- D. Management > Form Settings > General Format

**Answer: C**

#### Product Overview

### Question: 7

Where can you check the average purchase details (e.g. order quantity, average order value...) of an individual contact?

- A. Data & Activity Summary
- B. Contact Analytics
- C. Customer Lifecycle

## D. Predict Data Sources

**Answer: B**

### Product Overview

#### Question: 8

You have 1500 contacts and have manually uploaded 100 additional new ones, but the number of available contacts on the Database Growth widget still shows 1500. You checked that the email address fields are filled and the email addresses are valid.

What are some possible reasons why the additional new contacts are not showing up?

Note: There are 2 correct answers to this question.

- A. The Database Growth widget only shows auto-imported contacts.
- B. The opt-in field was set to FALSE.
- C. Too many new contacts were uploaded at the same time.
- D. The update takes at least 24 hours to show in the widget.

**Answer: B, D**

### Product Overview

#### Question: 9

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 SMS messages sent.
- B. It is the number of all messages sent in the Interactions program, regardless of the channel.
- C. It is the number of contacts who entered the program.
- D. It is the number of mobile push messages sent.

**Answer: A, B**

**Topic: 2**  
**Managing Clean Core**

### **Question: 10**

Which of the following are features of the clean core dashboard?

Note: There are 2 correct answers to this question.

- A. Customers can use the dashboard in the dev, test, and production tenants.
- B. Customers can grant access to the dashboard to partners.
- C. It can be used in all SAP S/4HANA Cloud editions.
- D. It can be accessed by using SAP For Me.

**Answer: A, D**



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