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Exam : **C_C4H22_2411**

Title : SAP Certified Associate - Implementation Consultant - SAP Emarsys

Version : DEMO

1.You want to create a trigger in order to send a password reset email.
Which data management option do you need?
A. Form Settings > Opt-in Invitations and Interests
B. External Event
C. Channels > Triggered Email
D. Field Editor
Answer: B
Explanation:
To send a password reset email in SAP Emarsys, you need to create a trigger that responds to a specific action or event, such as a user requesting a password reset. The correct option is "External Event" because it allows you to define an event (e.g., "Password Reset Requested") that can be triggered via an API call or other external system integration. This event can then be linked to an automation program or email campaign in the Automation Center to send the password reset email.
Option A (Form Settings > Opt-in Invitations and Interests): This is used to manage subscription forms and opt-in preferences, not for triggering emails based on external actions like password resets.
Option C (Channels > Triggered Email): While "Triggered Email" suggests an email sent based on a trigger, this is not a specific data management option in SAP Emarsys. Triggered emails are configured via automation programs or external events, not directly under "Channels."
Option D (Field Editor): This is for managing contact fields in the database, not for setting up triggers.
The official SAP Emarsys documentation, specifically the "External Events" section, confirms that external events are used to trigger automated responses like emails based on actions outside the Emarsys platform (e.g., API-triggered password reset requests).
Reference: SAP Emarsys Customer Engagement Help Portal - "External Events" (https://help.emarsys.com/).
In SAP Emarsys, to send a password reset email, you need to create a Triggered Email campaign that is activated by an External Event. An External Event serves as a trigger, initiating the sending of time-sensitive, personalized emails in response to specific user actions, such as a password reset request.
Steps to Implement a Password Reset Email:
Create an External Event:
Define an external event in Emarsys that will act as the trigger for the password reset email. This event will be called via the API when a user requests a password reset.
Set Up a Triggered Email Campaign:
Develop an email template designed for password resets.
Configure a Triggered Email campaign that is linked to the previously created external event.
Integrate with Your System:
Ensure that your application or website calls the Emarsys external event via the API whenever a user initiates a password reset.
This setup ensures that the password reset emails are sent promptly and reliably, providing users with the necessary information to reset their passwords.
Reference: For more detailed information on setting up Triggered Emails and External Events in Emarsys, please refer to the official documentation:
Triggered Email - Overview
Email Campaign Types

2.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
Explanation:
The "Clean Core Dashboard" is not a specific feature of SAP Emarsys but rather relates to SAP S/4HANA Cloud as part of the broader SAP ecosystem. Since the question appears in the context of an SAP Emarsys-related list but references a clean core concept, I'll clarify based on SAP's official documentation for both systems:
Option A: Correct. The Clean Core Dashboard in SAP S/4HANA Cloud is available across development, test, and production tenants to monitor system health and compliance with clean core principles (e.g., minimizing customizations).
Option B: Incorrect. While partners can be involved in SAP projects, the Clean Core Dashboard is primarily for customer use, and granting access to partners is not a standard feature highlighted in official documentation.
Option C: Incorrect. The dashboard's availability depends on the specific S/4HANA Cloud edition (e.g., Public vs. Private Cloud), and not all editions may fully support it as a standard feature.
Option D: Correct. SAP For Me is a customer portal that provides access to various dashboards, including those related to clean core monitoring for S/4HANA systems.
Since this question seems misplaced in an Emarsys context, the explanation aligns with SAP S/4HANA Cloud's Clean Core Dashboard. For Emarsys-specific dashboards, refer to "Strategic Dashboard" or "Predict Dashboard," but these do not match the options provided.
Reference: SAP Help Portal - "Clean Core Strategy" (https://help.sap.com/), SAP For Me Documentation.

3.You select a segment as a recipient source for your Web Channel campaign. You want to display the campaign for two weeks. When is the segment refreshed? Note: There are 2 correct answers to this question.
A. When the Web Channel campaign is launched
B. Hourly
C. Every 2 hours
D. On a daily basis
Answer: A, D
Explanation:
In SAP Emarsys, when a segment is used as a recipient source for a Web Channel campaign, the segment is evaluated and refreshed at specific intervals to determine which contacts see the campaign:
Option A: Correct. The segment is refreshed when the Web Channel campaign is launched to ensure the initial set of recipients is accurate based on the segment criteria at that moment.
Option D: Correct. After launch, segments for Web Channel campaigns are refreshed daily by default to account for changes in contact data (e.g., new contacts meeting the segment criteria).
Option B and C: Incorrect. Hourly or every 2-hour refreshes are not standard for Web Channel

campaigns. These frequencies might apply to real-time triggers or other channels (e.g., email personalization), but Web Channel segment refreshes are aligned with a daily cycle unless customized otherwise via advanced settings or API.
The SAP Emarsys Help Portal under "Web Channel" and "Segmentation" sections confirms that segments are evaluated at launch and refreshed daily for active campaigns.
Reference: SAP Emarsys Help Portal - "Web Channel Campaigns" (https://help.emarsys.com/).

4.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 Best Practices
B. Lean IX
C. SAP Cloud ALM
D. SAP Solution Manager
Answer: B
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.
Reference: SAP Help Portal - "Clean Core for SAP S/4HANA Cloud" (https://help.sap.com/).

5.What is one purpose of the link title attribute when adding URLs in the block-based editor?
A. It creates a call to action (CTA) with this text on it.
B. It enables link tracking.
C. It displays the link title in the reporting.
D. It is a tooltip and appears when the recipient hovers over the link.
Answer: D
Explanation:
In SAP Emarsys’ block-based editor (e.g., Visual Content Editor or VCE), the link title attribute serves a specific purpose:
Option D: Correct. The link title attribute is used as a tooltip, appearing when a recipient hovers over the link in an email. This enhances user experience by providing additional context about the link destination.
Option A: Incorrect. The link title does not create a CTA; the CTA is typically the visible text or button, not the title attribute.
Option B: Incorrect. Link tracking is enabled by default in Emarsys via tracking parameters, not the link

title attribute.
Option C: Incorrect. The link title is not displayed in reporting; reporting shows metrics like clicks based on the URL or link name, not the title attribute.
The SAP Emarsys Help Portal under "VCE - Adding Links" confirms the link title’s role as a tooltip.
Reference: SAP Emarsys Help Portal - "Visual Content Editor" (https://help.emarsys.com/).