

Exam Code: C_C4H22_2411

**Exam Name | SAP Certified Associate - Implementation Consultant - SAP
Emarsys**

Total No. of Questions: 80

Passing Percentage: 68%

Exam Duration: 180 Minutes.



Question 1

What are some SAP recommended guiding principles to achieve clean core operations?

Note: There are 3 correct answers to this question.

- A. Integrate clean core practices in the end-to-end value process chain.
- B. Establish an organizational structure, technical foundation, and transformation methodology for clean core.
- C. Define roles and responsibilities as part of a process transformation office.
- D. Establish release management.
- E. Establish regular housekeeping tasks and procedures.

Answer B C D

Question 2

You created a new lookalike audience for Facebook in Digital Ads and notice the size of your audience displayed is -1. How is this possible?

- A. The network audience was created but there are not enough contacts.
- B. Facebook does not provide audience size when multiple contact identifiers are used for contact matching.
- C. The network audience was created but the transfer of the contacts failed.
- D. The network is searching for matching profiles and has not yet finished.

Answer A

Question 3

You want to see an engagement summary for Mobile Engage Push and SMS channels for a given month.

Where can you find this report in Analytics?

- A. Revenue Analytics
- B. Campaign Analytics
- C. Value Measurement
- D. Strategic Dashboard

Answer B

Question 4

What are some of the ways bounces can be caused?

Note: There are 2 correct answers to this question.

- A. A soft bounce can result from a recipient putting the sender on their personal spam list.
- B. A soft bounce can result from a temporary server breakdown.
- C. A hard bounce can result from an email rejected by the recipient's server firewall.
- D. A hard bounce can result from an email address that does not exist.

Answer B D

Question 5

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 type and the day of the event.

What custom field types do you need to create?

Note: There are 2 correct answers to this question.

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

Answer A C