

EXAMS SUCCESS

Salesforce

C_C4H22_2411

Questions & Answers

**SAP Certified Associate -
Implementation Consultant - SAP
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(Demo Version - Limited Content)



Question: 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/>).

Question: 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/>).

Question: 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/>).

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