

# SAP

## C\_C4H22\_2601

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

**For More Information – Visit link below:**

**<https://www.examsempire.com/>**

**Product Version**

- 1. Up to Date products, reliable and verified.**
- 2. Questions and Answers in PDF Format.**



**<https://examsempire.com/>**

**Visit us at: <https://www.examsempire.com/c-c4h22-2601>**

# Latest Version: 4.0

## Question: 1

Which SAP Emarsys page can be customized?  
Choose the correct answer.

- A. Automation Programs
- B. Emarsys Home
- C. Data Import

**Answer: B**

## Question: 2

SAP Emarsys only allows the use of contact data for segment creation.  
Choose the correct answer.

- A. True
- B. False

**Answer: B**

## Question: 3

Select the key features of SAP Emarsys.  
There are four correct answers.

- A. Automations
- B. Newsfeed
- C. Segmentation
- D. Personalization
- E. Movie Streaming
- F. Calendar Event Creation
- G. Campaign Creation

**Answer: A,C,D,G**

## Question: 4

You can manage duplicate contacts on the Contact Lists overview page.  
Choose the correct answer.

- A. True
- B. False

**Answer: B**

### Question: 5

For single and multiple choice fields, you need to match the values in your file with those used in the SAP Emarsys.  
Choose the correct answer.

- A. True
- B. False

**Answer: A**

### Question: 6

Which field is NOT a System field?  
Choose the correct answer.

- A. First Name
- B. Email
- C. Membership ID
- D. Salutation

**Answer: C**

### Question: 7

What is essential when importing .csv files manually?  
There are two correct answers.

- A. All fields and values for single or multiple choice fields are defined in your file and created in the Field Editor in advance.
- B. Your .csv file can't contain opt-in data.
- C. Choose the correct unique identifier to avoid contact duplication.
- D. The given file name determines the purpose of your email campaign (e.g., Birthday .csv).

**Answer: A,C**

### **Question: 8**

You want to look for contacts who have provided you with their full names. For this scenario, which option is correct?

Choose the correct answer.

- A. First name AND Last name is not empty
- B. First name OR Last name is not empty
- C. First name AND Email is not empty

**Answer: A**

**Thank You for Trying Our Product**  
**Special 16 USD Discount Coupon: NSZUBG3X**

**Email:** [support@examsempire.com](mailto:support@examsempire.com)

**Check our Customer Testimonials and ratings  
available on every product page.**

**Visit our website.**

**<https://examsempire.com/>**