



# SAP

## C\_C4H22\_2601 Exam

SAP Certified - Implementation Consultant - SAP Emarsys

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## Question 1. (Single Select)

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

Choose the correct answer.

A: True

B: False

Correct Answer: B

### Explanation:

- SAP Emarsys allows segmentation based on both contact data and behavioral data (like email interactions, purchase history, website activity).
- Segments are not limited to contact data only.

## Question 2. (Multi Select)

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

Correct Answer: A, C, D, G

### Explanation:

- Automations – Automate customer journeys and campaigns.
- Segmentation – Create dynamic or static segments based on customer data.
- Personalization – Customize content for individual contacts.
- Campaign Creation – Build and execute marketing campaigns.

### Question 3. (Single Select)

Which field is NOT a System field?

Choose the correct answer.

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

Correct Answer: C

#### Explanation:

- System fields in Emarsys include: Email, First Name, Salutation.
- Membership ID is a custom field created by the user.

### Question 4. (Multi Select)

Select ALL the existing segment types that SAP Emarsys provides.

There are three correct answers.

- A: Relational Segment
- B: Web Behavior Segment
- C: Favorite Contacts Segment
- D: Automation Center Segment
- E: Contact, Email Behavior, Geo, Smart Insight Segment

Correct Answer: A, B, E

### Question 5. (Single Select)

Conditions can be linked by the AND operator only.

Choose the correct answer.

A: True

B: False

Correct Answer: B

**Explanation:**

Emarsys allows linking conditions using AND or OR operators when creating segments.

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