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NEW QUESTION: 1

What are the three reasons why a campaign manager would reference a deliver audit.
(Choose three.)

- A. The manager could see if typology rules were applied
- B. The manager could find out how many recipients were excluded
- C. The manager could find out if the delivery is blocked on a particular operating system
- D. The manager could see how long the delivery is taking to process

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 2

How should a campaign business practitioner send a proof to a seed list?

- A. A proof cannot be sent to the seed list, only the actual delivery
- B. Select the appropriate target in the send proof menu
- C. Proofs are sent automatically to seed lists before a delivery is sent
- D. Enter a seed list address in the "To:" text box

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 3

During a testing phase, a Campaign Business Practitioner needs to send the test emails to a personal email addresses to see how they look in the inbox. The Campaign Business Practitioner is NOT in the recipient table. How should the Campaign Business Practitioner perform this task?

- A. Add the email to a seed list
- B. Type the address into the "To:" section

- C. Pick any email address and use the preview to see what it looks like
- D. Go through the standard process for adding recipients

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 4

The entire list of recipients for a campaign is unavailable at the start of an A/B test. The final list of the recipients will be placed in the finalRecipients folder but they will be loaded by the time the A/B test is complete. To start the A/B test, a list of exclusive recipients is used for the initial deliveries in the folder testRecipients.

How should the Business Practitioner modify the workflow diagram?

- A. modify the original query to all recipients in 'testRecipients' and modify the split activity to query the folder 'finalRecipients' in the complement
- B. modify the existing query to query all recipients in folders 'testRecipients' and 'finalRecipients'
- C. modify the original query to all recipients in 'testRecipients': change the A & B branches to 50% each, and add a new query after the wait to get all recipients in the 'finalRecipients' folder
- D. add the enrichment after the wait to add all recipients in the 'finalRecipients' folder to the complement from the split activity

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 5

What is the maximum number of Campaign application servers a single client can connect to at one time?

- A. 2
- B. 0
- C. 1
- D. 3

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

How should a campaign business practitioner test that dynamic content in delivery displays properly?

- A. Configure the delivery to send a proof of each content version
- B. Configure the delivery to enable a content control group
- C. Configure the delivery to enable content approval
- D. Configure the delivery content to include seeds

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

A Practitioner has customized a delivery for men, women and unspecified gender values. A proof personalized to each gender segment is then required to be sent to an approver prior to the delivery phase. What is the efficient way to accomplish this?

- A. Specify an approver in the Recipient table via the Target mapping directly.
- B. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient using Random profile.
- C. Create three different deliveries for each of the gender segments and define the same approver for each delivery.
- D. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient in each of the gender segments.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 8

Which best practice should a user take to move an improperly placed campaign into the correct program folder?

- A. Rename the improper program location to the appropriate program
- B. Click and drag the campaign into the appropriate program
- C. Select the correct program dropdown in the campaign edit tab
- D. Recreate the campaign in correct program

Answer: C (LEAVE A REPLY)

NEW QUESTION: 9

From which screen on the client should the Business Practitioner approve the targeting of an email delivery in an email campaign?

- A. from the Campaign Dashboard
- B. from the Home Screen
- C. None. You must open the mail and approve on the website
- D. from the Approval Dashboard

Answer: (SHOW ANSWER)

NEW QUESTION: 10

Which three factors can be tested in an email preview prior to executing the delivery?
(Choose three.)

- A. mirror pages
- B. opt-out link
- C. spam score
- D. personalization

Answer: A,B,D (LEAVE A REPLY)

NEW QUESTION: 11

A Practitioner is required to execute and store all deliveries related to a delivery template in specific folder defined by the business. How should the Practitioner most effectively implement this requirement?

- A. Move all deliveries manually into defined folders.
- B. Define specific Execution folders within the delivery properties of a delivery template.
- C. Define Routing within the delivery properties of each delivery template.
- D. Modify the delivery mapping to define the routing.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 12

A Practitioner's team learns that Gmail has modified its spam filtering criteria. How should the Practitioner use the client console to obtain the percentage of users that have been affected by this change?

- A. export the list of the recipients to Excel and create a formula to calculate the required percentage
- B. use "Aggregates" functionality within Production - Objects created automatically
- C. filter the Recipient dataset based on emails that contain the string "gmail" and divide by total number of Recipients
- D. use "Counters" within "Platform" selection in the Navigation hierarchy

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

What are the three possible consequences of choosing and deploying an incorrect campaign template?

(Choose three.)

- A. The campaign template could cause problems with reporting
- B. The campaign template workflow could query incorrect individuals
- C. The campaign template workflow could send out the wrong type of delivery
- D. The campaign template could send to individual without a delivery selected

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 14

Explain why changes to deliveries need to be made in the template and NOT the delivery activity?

- A. The next time the delivery template is pulled into the campaign, it will NOT reflect the most recent changes made
- B. The next time the delivery template is pulled into the campaign, it will prompt for the confirmation of the HTML
- C. The next time the delivery template is pulled into the campaign, it will prompt for the confirmation of changes

D. The next time the delivery template is pulled into the campaign, it will throw an error message

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

The number of records out of union is less than intended. Which conclusion should be made?

- A. The target is dropping exclusions.
- B. The target is dropping inactive records.
- C. The target schemas are NOT the same.
- D. The target populations are NOT mutually exclusive.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

Which two examples are appropriate for Qualitative analysis in Adobe Campaign? (Choose two.)

- A. sales by product
- B. most popular email domains
- C. average basket
- D. total sales in US dollars

Answer: B,C ([LEAVE A REPLY](#))

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NEW QUESTION: 17

On a Friday, A Practitioner decides to send Deliveries on Monday at 8 AM. The deliveries must have the most up-to-date target.

What should the Practitioner configure before starting the campaign workflow?

- A. contact date
- B. extraction date
- C. approval
- D. scheduler

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

A Business Practitioner is starting delivery for two emails.

Which status and failure type combinations are possible in the Recipient Delivery logs for the two messages?

- A. Status: Sent. Failure Type: Not defined
Status: Pending. Failure Type: Not defined
- B. Status: Sent. Failure Type: Not defined
Status: Pending. Failure Type: Unreachable
- C. Status: Sent. Failure Type: Mailbox full
Status: Pending. Failure Type: Unreachable
- D. Status: Sent. Failure Type: Mailbox full
Status: Pending. Failure Type: Not defined

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 19

A Business Practitioner's subscription report shows low loyalty.

Which three methods should the Business Practitioner use to improve subscription loyalty?
(Choose three.)

- A. use double opt-in process
- B. remove the un-subscription link
- C. reduce the frequency of deliveries
- D. offer compelling content

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

More than one person in an approval operator group responds to an approval activity that requires a single response. What is the result?

- A. The workflow pauses until all members of the operator group responds.
- B. The workflow errors if people in the operator group give different responses.
- C. The workflow resumes after the first person in the operator group responds.
- D. The workflow errors if more than one person from the operator group responds.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 21

How is recurring delivery similar to a continuous delivery?

- A. Both deliveries append record to the delivery log
- B. Both deliveries can be sent multiple times
- C. Both deliveries can be modified in the delivery step
- D. Both deliveries create new delivery logs

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 22

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

- A. Place a change dimension activity prior to the delivery
- B. Place a deduplication activity prior to the delivery
- C. Place a split activity prior to the delivery
- D. Place a union activity prior to the delivery

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

A campaign is sent past the end date. What is the result?

- A. The campaign continues to send with outdated data.
- B. The campaign prompts for an update end date.
- C. The campaign does not execute past the end date
- D. The campaign sends as usual

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 24

Workflow A runs before Workflow B. Workflow A populates a staging table that workflow B uses to load each day. Workflow B frequency fails because Workflow A is still creating the writing to the table. What is the best way for a campaign business practitioner to solve this error?

- A. Remove the staging table because there is no need for temp storage
- B. Use JavaScript to call a Signal in Workflows B instead of a time-based schedule
- C. Combine the two workflows together
- D. Adjust the scheduled run to ensure there is no overlap

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

In a campaign workflow, how should a Business Practitioner ensure that Adobe Campaign retains data between intermediate activities?

- A. by selecting the "Keep the results of interim populations between two executions" option in the workflow properties
- B. by displaying the target at each step in the workflow
- C. by selecting "Log SQL queries in the journal" option in the workflow properties
- D. by storing data passed between activities to temporary worktables

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

A workflow supervisors group is assigned to a workflow. In which instance is the workflow supervisors group notified?

- A. When a delivery has changed
- B. When a workflow is taking a long time to run
- C. When a workflow has thrown an error
- D. When a workflow deploys

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 27

What is the purpose of setting an activity execution mode to 'Enable but do not execute'?

- A. to examine records coming into the activity
- B. to skip the activity and continue workflow execution
- C. to dynamically reconfigure the activity
- D. to step into the activity and execute stepwise

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 28

A campaign Business Practitioner is provided a text file of mobile phone types and their associated recipient email addresses. How should the campaign Business Practitioner build the workflow to begin to use the mobile phone type attribute in a targeting workflow?

- A. A query activity to import the text file and an intersection activity to find matches between recipients and the text file
- B. A data loading activity to import the text file into the workflows and enrichment activity to link recipient email address to email address in the text file
- C. An update data activity to import the txt file into workflow and a query activity to select all mobile phone types
- D. A read list activity to import the text file into the workflow and a split activity to segment the mobile phone type

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

A summary of the deliveries report shows that 25% of messages were rejected by exclusion rules.

Which aspect of the campaign needs improvement?

- A. channel selection
- B. subject line
- C. segmentation
- D. creative

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 30

An email and direct mail is sent with the below recipient as the target. Their blacklist is shown below.

	blackList	blackListEmail	blackListPostalMail
Recipient A	True	True	False
Recipient B	True	False	False
Recipient C	False	True	False
Recipient D	False	False	False

Which recipients receive deliveries and by which channel?

- A. Email: A,C; Direct Mail: <none>
- B. Email: A,B,C; Direct Mail: A,B
- C. Email: B,D; Direct Mail: A,B,C,D
- D. Email: D; Direct Mail: C,D

Answer: C (LEAVE A REPLY)

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