

Question #:1

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

Answer: B

Question #:2

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

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- D. The campaign continues to send with outdated data.

Answer: C

Question #:3

Campaigns with many deliveries are using multiple channels.

How should the Business Practitioner group these deliveries for reporting?

- A. delete all deliveries that do not need to be in the report
- B. give all deliveries the same Delivery Code

- C. base all deliveries on the same template
- D. give all deliveries the same name

Answer: B

Question #:4

A Business Practitioner is unable to view a report that the Business Practitioner's colleague can view.

What is the reason for this issue?

- A. there is a cache issue
- B. there is a different version of client
- C. access has not been given
- D. the report is not published

Answer: C

Question #:5

A Business Practitioner has a delivery with two links sent to 100 recipients:

- ▶ 80 messages reached the box
- ▶ 40 Recipients opened the delivery
- ▶ 20 Recipients clicked on at least one link

What was the reactivity?

- A. 40%
- B. 20%
- C. 25%
- D. 50%

Answer: C

Question #:6

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

Answer: A

Question #:7

A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits, which email metric indicates the winning promotion theme?

- A. Highest Click through rate
- B. Lowest unsubscribe rate
- C. Highest open rate
- D. Lowest activity rate

Answer: A

Question #:8

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 existing query to query all recipients in folders 'testRecipients' and 'finalRecipients'
- B. modify the original query to all recipients in 'testRecipients' and modify the split activity to query the folder 'finalRecipients' in the complement
- C. add the enrichment after the wait to add all recipients in the 'finalRecipients' folder to the complement from the split activity
- D. 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

Answer: B

Question #:9

How would you send a proof to the “Holiday Marketing Team” list for approvals?

- A. Select the email addresses from the recipient table
- B. You cannot send the proof to the lists
- C. Select the list from the send a Proof menu
- D. Enter the email addressed into the “To:” line

Answer: A

Question #:10

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

- A. by selecting "Log SQL queries in the journal" option in the workflow properties
- B. by displaying the target at each step in the workflow