DUMPSQUEEN

Adobe Campaign Standard Business Practitioner

Adobe AD0-E307

Version Demo

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QUESTION NO: 1

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

A. mirror pages

B. personalization

C. spam score

D. opt-out link

ANSWER: A B D

QUESTION NO: 2

What must a Practitioner determine before adding a Delivery activity to a campaign workflow?

A. channel

B. target

C. template

D. content

ANSWER: A

QUESTION NO: 3

An additional workflow is needed for a campaign. Which step should a campaign business practitioner take to meet this requirement?

A. Click the add new workflow icon from the targeting and workflow tabs

B. Add to the existing workflow instead of creating another workflow

C. Add additional workflows as a technical workflow and add a note to the campaign on where to find them

D. Create a new campaign because more than one workflow cannot be added

ANSWER: A

Explanation:

Reference: https://docs.campaign.adobe.com/doc/AC/en/

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION NO: 4

A campaign workflow has 1,000 records coming into a Delivery. The messages to send count is 880.

What are two possible s for the missing records? (Choose two.)

A. The missing records were doubles.

B. The missing records are part of an A/B test group.

C. The missing records have been rejected as spam.

D. The missing records are part of a control group.

ANSWER: A D

QUESTION NO: 5

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

C. by storing data passed between activities to temporary worktables

D. by selecting the "Keep the results of interim populations between two executions" option in the workflow properties

ANSWER: D

Explanation:

Reference: https://docs.campaign.adobe.com/doc/AC/en/

WKF__General_operation_Executing_a_workflow.html

QUESTION NO: 6

A Business Practitioner's subscription report shows low loyalty.

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

A. offer compelling content

B. use double opt-in process

C. reduce the frequency of deliveries

D. remove the un-subscription link

ANSWER: A B C

QUESTION NO: 7

A practitioner has created an approval activity in a workflow. The multiple approval option is selected. The

approval activity is assigned to a group of two operators. One of the operators approves the request and the other rejects.

Which branch of the approval activity is run?

A. The No Branch is run.

B. Neither Branch is run.

C. The Yes Branch is run.

D. Both the Yes and No Branch are run.

ANSWER: C

QUESTION NO: 8

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

QUESTION NO: 9

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

A. sales by product

B. total sales in US dollars

C. average basket

D. most popular email domains

ANSWER: C D

During an investigation, a business practitioner modifies workflows properties to keep the results of interim

populations between two executions. What is the purpose of this step? (Choose two.)

A. To export data that is passed between two activities in the workflow

B. To configure the schema of the data that is passed between two activities in the workflow

C. To modify the data that is being passed between two activities in the workflow

D. To add filtering criteria to data that is being passed between two activities in the workflow

E. To save data created with each run of the workflow to a list

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ANSWER: D E

Explanation:

Reference: https://docs.campaign.adobe.com/doc/AC/en/

WKF__General_operation_Executing_a_workflow.html