DUMPSQUEEN

Adobe Campaign Classic Business Practitioner - Certified Expert

Adobe AD0-E327

Version Demo

Total Demo Questions: 9

Total Premium Questions: 50

Buy Premium PDF

QUESTION NO: 1

An Adobe Campaign business practitioner has been checking the delivery report of all the deliveries sent from Adobe Campaign one year ago from current date, but the data shown in the report is zero for all the deliveries.

What is a possible reason for this?

A. Delivery log table has data storage validity of only one year

B. Recipient table has data storage validity of only one year

C. Tracking log table has data storage validity of only one year

ANSWER: C

Explanation:

According to the web source1, Adobe Campaign has default retention periods for standard tables that store data related to deliveries and tracking. These retention periods can be modified by administrators to comply with data protection regulations or performance requirements2. The default retention periods for some of the standard tables are:

possible reason for the data shown in the report being zero for all the deliveries sent one year ago from current date is C. Tracking log table has data storage validity of only one year. This means that after one year, the data in this table is deleted and no longer available for reporting.

QUESTION NO: 2

A workflow was returning unexpected results. The Operator used the pause functionality to put the workflow into a paused state to examine these results. They never cleared the pause state.

What two impacts will this have on the overall Campaign instance? (Choose two.)

A. It will increase the size of the database

B. It will make the workflow more efficient next time

C. It will stop further iterations of the workflow from running

D. It will leave any temporary tables in place

E. It will lock the workflow until it is restarted

ANSWER: A C

Explanation:

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also pause, resume or cancel workflows using different methods1.

Pausing a workflow means that the workflow execution is temporarily suspended until it is resumed or restarted. This can be useful for examining or modifying the workflow without losing its current state2.

However, leaving a workflow in a paused state can have some negative impacts on the overall Campaign instance, such as:

QUESTION NO: 3

During a data investigation, a business practitioner modifies workflow properties to keep the results of interim populations between two executions.

What are two purposes of this step? (Choose two.)

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

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

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

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

E. To analyze data that is being passed between two activities in the workflow

ANSWER: D E

Explanation:

The two purposes of modifying workflow properties to keep the results of interim populations between two executions are D. To save data created with each run of the workflow to a list and E. To analyze data that is being passed between two activities in the workflow.

Saving data created with each run of the workflow to a list allows the business practitioner to keep track of the data generated by the workflow. This can be useful for analyzing the data and for troubleshooting any issues that may arise. Analyzing data that is being passed between two activities in the workflow can help the business practitioner to identify any issues with the workflow and to optimize the workflow for better performance.

QUESTION NO: 4

The code "delivery.operation_id = instance.vars.operation_id" is inside the delivery script tab. What action is being performed by the code?

A. The code is checking if the practitioner belongs to the Delivery operator group.

B. The code is checking if the practitioner has the rights to send the email delivery.

C. The code recovers the information concerning the delivery with the highest rate of opens.

D. The code is linking together the delivery with the campaign that it belongs to.

ANSWER: D

Explanation:

The code "delivery.operation_id = instance.vars.operation_id" is used to link together the delivery with the campaign that it belongs to1. Therefore, option D is the correct answer.

https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic-questions/operation-id-campaign-link-is-empty-for-continuous-deliveries/m-p/363544

QUESTION NO: 5

What are two reasons why a campaign manager would review a delivery audit? (Choose two.)

A. To find out how many recipients were excluded

B. To see if typology rules were applied

C. To see the total number of opens

D. To see the total number of clicks

E. To find out if the delivery is blocked on a particular operating system

ANSWER: A B

Explanation:

According to Adobe Campaign Classic Business Practitioner objectives, a campaign manager would review a delivery audit for the following reasons:

Therefore, options A and B are the correct answers.

The delivery audit report provides detailed information about the delivery, including the total number of opens and clicks2. However, it does not provide information about the total number of opens and clicks for a specific recipient.

A campaign manager would not review a delivery audit to find out if the delivery is blocked on a particular operating system3.

QUESTION NO: 6

During development or testing, what are two ways a business practitioner can avoid leaving a workflow in a paused state? (Choose two.)

A. Right click on the workflow palette and choose "Purge History"

B. Add a Stop activity to the final transition of a workflow

C. Under Admin/Workflows, select "stop all workflows"

D. Click on the Stop icon on the workflow task bar

E. Add an End activity to the final transition of a workflow

ANSWER: B D

Explanation:

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also stop, pause, resume or cancel workflows using different methods2.

To avoid leaving a workflow in a paused state during development or testing, you need to ensure that the workflow has a clear ending point and that it does not wait for any external events or conditions. You can use one of these two ways:

QUESTION NO: 7

An Adobe Campaign business practitioner is working on a new product launch and wants to launch similar marketing campaigns over a period of 6 months targeting all the existing customers. The business practitioner has used the existing campaign template for the new campaign but certain jobs for the campaigns, like control groups, approvals, and seed address, are not seen in the template.

Where can the practitioner find the correct settings in the template to resolve this issue?

A. Control Population Option in Advanced campaign settings

B. Configuration Option in Advanced campaign settings

C. Job Execution Option in Advanced campaign settings

ANSWER: A

Explanation:

According to the Adobe Campaign Classic Business Practitioner Exam Guide1, one of the tasks that you should be able to perform as an Adobe Campaign Business Practitioner is to determine the correct campaign template.

Based on my web searches, I found that seed addresses are not managed via standard profiles and targets, but in a dedicated node of the Adobe Campaign hierarchy2. Therefore, they are not part of the campaign template settings.

Similarly, approvals are not part of the campaign template settings either. They are managed by creating a workflow activity that requires approval before sending a message3.

However, control groups are part of the campaign template settings. They can be configured in the Control population option in Advanced campaign settings.

QUESTION NO: 8

A customer wants to trigger an email on a specified frequency based on the customer journey.

Given that the customer wants the delivery statistics consolidated, what kind of email delivery should the business practitioner configure in this scenario?

A. Recurring delivery with email content pulled from the delivery template

B. Continuous delivery with email content pulled from the delivery template

C. Continuous delivery with email content configured in the email delivery activity

D. Recurring delivery with email content configured in the email delivery activity

ANSWER: B

Explanation:

[According to the web sources123](), a continuous delivery is a delivery type that adds new recipients to an existing delivery, while a recurring delivery is a delivery type that creates a new delivery instance each time it executes. A continuous delivery is more efficient for low-volume alerts or notifications, while a recurring delivery is more suitable for high-volume campaigns.

https://experienceleague.adobe.com/docs/campaign-classic-learn/tutorials/sending-messages/email-channel/recurring-deliveries.html?lang=en

QUESTION NO: 9

An Adobe Campaign business practitioner has been asked to make a report of "Breakdown of opens" of the Campaign run for the year 2022.

Which data schema of the Adobe Campaign database saves required data so that the report can be formed without any missing records?

A. recipient schema

B. tracking_log schema

C. broad_log schema

ANSWER: B

Explanation:

This data schema saves required data so that the report of "Breakdown of opens" of the Campaign run for the year 2022 can be formed without any missing records.

https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing-the-tracking-logs.html?lang=en