

## Adobe.AD0-E327.v2025-01-23.q38

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### NEW QUESTION: 1

During the discovery phase, a business practitioner received a request to add secondary email addresses for recipients.

What should the business practitioner do to deliver notifications to the new addresses?

- A. Use a custom target mapping
- B. Create a new delivery template
- C. Edit the "To" field in the delivery object
- D. Use the out-of-the-box target recipient target mapping

**Answer: A (LEAVE A REPLY)**

To deliver notifications to the new email addresses, the business practitioner should use a custom target mapping<sup>1</sup>.

A custom target mapping is used to map the fields in the delivery object to the fields in the target database<sup>1</sup>.

<https://sendpulse.com/support/glossary/email-notification>

To deliver notifications to secondary email addresses for recipients, a business practitioner needs to adjust the targeting configuration to include these additional contact points. By using a custom target mapping, the practitioner can define a schema that includes the secondary email addresses and instructs the campaign to use this data when sending communications. Custom target mappings allow the practitioner to define additional fields beyond the default schema, enabling the delivery of messages to alternative email addresses associated with the recipients. References: The answer is based on the functionality of target mappings in Adobe Campaign Classic, which allow for the customization of recipient targeting for campaign deliveries.

### NEW QUESTION: 2

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: (SHOW ANSWER)**

Explanation

According to the Adobe Campaign Classic Business Practitioner Exam Guide<sup>1</sup>, 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 hierarchy<sup>2</sup>. 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 message<sup>3</sup>.

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

### **NEW QUESTION: 3**

A customer needs to create a web form, which collects and stores anonymous users' email, First name, Last name, and color preferences, to an Adobe Campaign Classic database.

What kind of structure should be used to save data coming from the web form?

- A. Custom data schema linked to Recipient
- B. Custom data schema not linked to Recipient
- C. Custom attributes in Recipient data schema
- D. Default attributes in Recipient data schema

**Answer: A (LEAVE A REPLY)**

You can use a custom data schema linked to Recipient when you want to store data in a separate table and link it to the recipient table<sup>1</sup>.

When collecting data from a web form that includes both identifiable information (such as first and last name) and preferences (such as color preferences), the best practice is to store this information in a custom data schema that is linked to the recipient. This linkage allows the stored data to be associated with a specific recipient, which can be anonymized initially and then identified later if necessary. By using a custom data schema, you can extend the recipient schema to include additional fields without modifying the out-of-the-box recipient schema, ensuring that the database remains organized and scalable for future needs. References: This answer is based on best practices for data management in Adobe Campaign Classic and similar marketing automation platforms, which often involve creating custom schemas for additional data

collection while maintaining a link to the central recipient or customer schema for proper data association.

#### **NEW QUESTION: 4**

What is a benefit of using the direct mail delivery step instead of a data extraction step?

- A. The delivery step allows for personalization
- B. The delivery step allows for a preview of the direct mail piece
- C. The delivery step sends the file to the configured vendor
- D. The delivery step logs data to contact history

**Answer:** ([SHOW ANSWER](#))

The direct mail delivery step in Adobe Campaign allows for the generation and sending of personalized direct mail files directly to a configured print vendor. Unlike a data extraction step, which typically only extracts data into a file for manual handling, the direct mail delivery step includes functionalities that handle the operational aspect of sending the generated file to the vendor for physical mail distribution. This streamlines the process and ensures that the physical mailing aligns with digital campaign efforts. References: The capabilities of the direct mail delivery step are based on Adobe Campaign's features for managing omnichannel marketing campaigns, including direct mail.

#### **NEW QUESTION: 5**

A business practitioner needs to analyze the target population of a delivery during content preparation to understand any errors at the time of message preparation. During the Analysis phase, the business practitioner notices errors in the delivery.

What is the risk of stopping the delivery at this stage?

- A. There is a risk since the delivery has errors and send has started
- B. There is no risk during analysis phase and delivery can be stopped
- C. There is a risk during analysis phase since the delivery has started
- D. There is no risk since the delivery has errors and it was not sent out

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

During the analysis phase of a delivery, the system is conducting checks on the target population, content validity, and other parameters without actually sending any messages. At this stage, if errors are detected, the delivery process has not begun, and no messages have been dispatched. Therefore, there is no risk associated with stopping the delivery to address any identified errors. It's actually a prudent measure to prevent the dissemination of erroneous messages. References: The analysis phase and its role in preventing the sending of erroneous messages are common features in email campaign management systems like Adobe Campaign Classic.

#### **NEW QUESTION: 6**

A business practitioner needs to configure a monthly email newsletter so that subscribers that are considered minors never receive them.

Which type of typology rule should be used to accomplish this task?

- A. Filtering
- B. Capacity
- C. Pressure
- D. Control

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

Explanation

typology rules are business rules that allow you to perform checks and filtering on your message before sending it. You can design and apply four types of typology rules: Filtering, Capacity, Pressure and Control<sup>2</sup>.

To configure a monthly email newsletter so that subscribers that are considered minors never receive them, you need to use a Filtering rule. This type of rule allows you to exclude one part of the message target according to criteria defined in a query, such as age or date of birth<sup>2</sup>. You can also use predefined filtering rules or create your own custom ones.

#### **NEW QUESTION: 7**

A customer needs to create a web form, which collects and stores anonymous users' email, First name, Last name, and color preferences, to an Adobe Campaign Classic database.

What kind of structure should be used to save data coming from the web form?

- A. Custom data schema linked to Recipient
- B. Custom data schema not linked to Recipient
- C. Custom attributes in Recipient data schema
- D. Default attributes in Recipient data schema

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

Explanation

You can use a custom data schema linked to Recipient when you want to store data in a separate table and link it to the recipient table<sup>1</sup>.

#### **NEW QUESTION: 8**

An Adobe Campaign business practitioner is extracting data using a "Data Extraction" activity of a workflow.

What step should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times?

- A. Handle groupings (GROUP BY + HAVING)
- B. Handle groupings (COMBINE + DEDUPE)
- C. Handle groupings (UNION + SELECT)

**Answer: ([SHOW ANSWER](#))**

Explanation

a data extraction activity allows you to extract data from Adobe Campaign database and export it to a file<sup>1</sup>

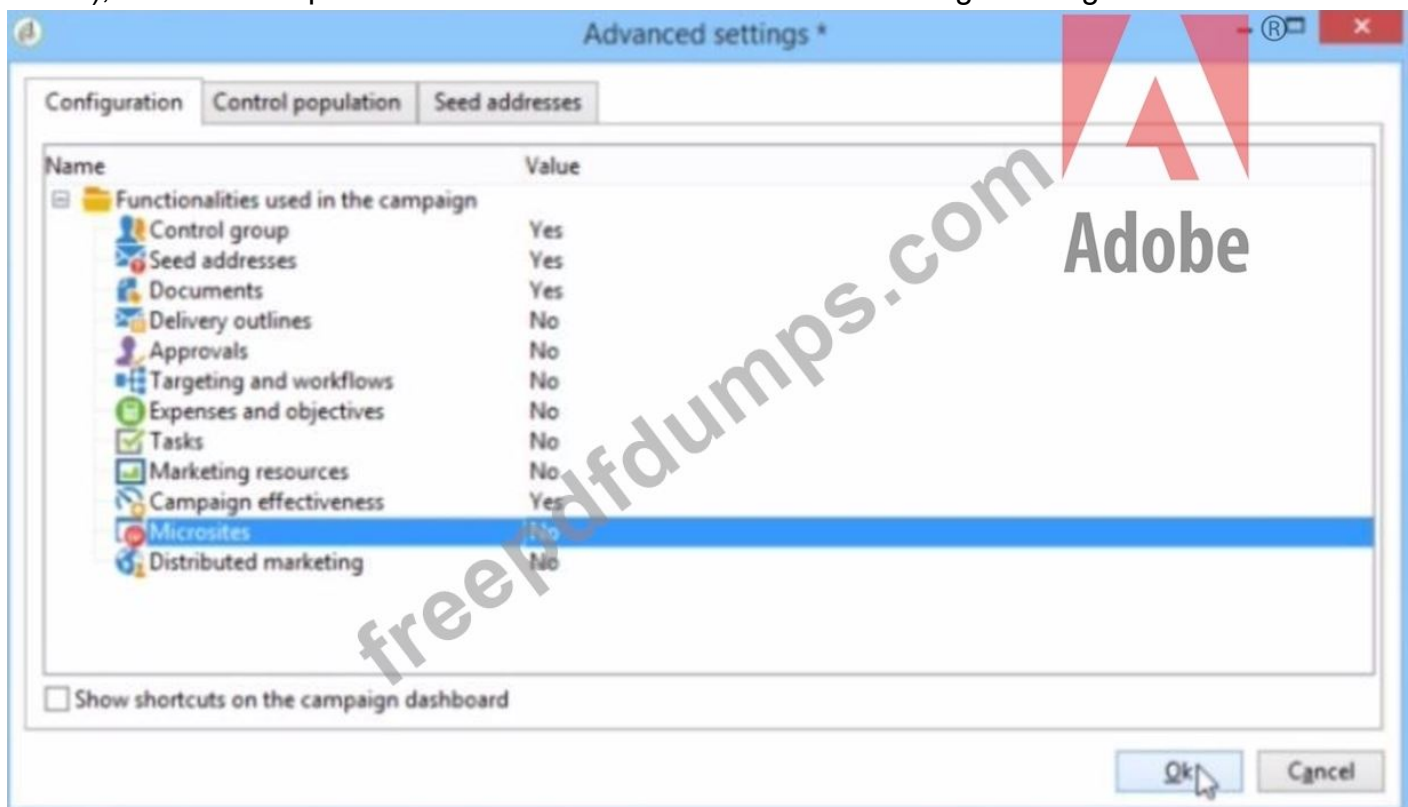
. You can select the data to be extracted, the file format, and the output location1.

The handle groupings option lets you group data by one or more criteria and apply aggregate functions such as count, sum, average, etc2. You can also filter the final result of the aggregate by using a having clause2.

the step that should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times would be option A. Handle groupings (GROUP BY + HAVING) would allow you to group customers by their order count and filter those who have ordered more than 10 times.

### NEW QUESTION: 9

A business practitioner created a budget campaign template to control scheduled invoiced marketing. After creating the campaign template and defining the job parameters (as shown below), the business practitioner was unable to see the link to configure budget details.



What should they configure to enable budget detail properties?

- A. Activate Marketing Resources
- B. Activate Targeting and Workflows
- C. Activate Expenses and Objectives
- D. Activate Distributed Marketing

**Answer: C (LEAVE A REPLY)**

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 control costs.

Adobe Campaign lets you control scheduled, committed and invoiced marketing costs and to break them down by category using the Marketing Resource Management module<sup>1</sup>. This module allows you to define budgets for your campaigns and programs, as well as providers and stocks. To enable budget detail properties for a campaign template, you need to activate the Expenses and Objectives option in Advanced campaign settings<sup>1</sup>. This option will display a Budget tab in the campaign template where you can configure budget details such as cost entries, providers, stocks, etc.

<https://experienceleague.adobe.com/docs/campaign-classic/using/mrm/controlling-costs.html?lang=en>

### **NEW QUESTION: 10**

A business practitioner has been given a condition to create a link between two tables such that one primary key of the first table can be connected with multiple values over the primary key of the second table.

Which cardinality does the practitioner need to define in the first table while making a connection?

- A. n:1
- B. 1:n
- C. m:n

**Answer: (SHOW ANSWER)**

Explanation

To create a link between two tables such that one primary key of the first table can be connected with multiple values over the primary key of the second table, the business practitioner needs to define the cardinality in the first table as 1:n.

The cardinality defines the relationship between the two tables. In this case, the first table has a primary key that can be connected with multiple values over the primary key of the second table. This is a one-to-many relationship, which is represented by the cardinality 1:n.

### **NEW QUESTION: 11**

What do the percentages on the Hot Click report represent?

- A. The number of clicks on a link divided by the total number of clicks for the delivery
- B. The number of unique clicks divided by the total number of unique opens for the delivery
- C. The number of unique clicks on a link divided by number delivered
- D. The number of total clicks on a link divided by number delivered

**Answer: B (LEAVE A REPLY)**

The percentages on a Hot Click report generally represent the ratio of unique clicks on a particular link to the total number of unique opens for the delivery. This metric is used to measure the engagement level of links within an email and to understand which links are capturing the most interest from the recipients who have opened the email. It provides insights into recipient behavior post-open, highlighting which content within an email is driving interactions. References: Hot Click reports and their associated metrics are standard in email

marketing analytics, used to assess recipient engagement and the effectiveness of the content within email campaigns.

### **NEW QUESTION: 12**

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 (LEAVE A REPLY)**

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\_log schema in Adobe Campaign is designed to store detailed tracking information, such as opens, clicks, and bounces, for each delivery. To report on the "Breakdown of opens" for a campaign run in the year 2022, this schema would provide the necessary data, including timestamps, recipient identifiers, and the delivery associated with each open. This enables the creation of comprehensive reports on engagement metrics like email opens without any missing records. References: The tracking\_log schema is part of the Adobe Campaign Classic database architecture, which records detailed interaction data for reporting and analysis purposes.

### **NEW QUESTION: 13**

What do the percentages on the Hot Click report represent?

- A. The number of clicks on a link divided by the total number of clicks for the delivery
- B. The number of unique clicks divided by the total number of unique opens for the delivery
- C. The number of unique clicks on a link divided by number delivered
- D. The number of total clicks on a link divided by number delivered

**Answer: A (LEAVE A REPLY)**

Explanation

The percentages on the Hot Click report represent the number of clicks on a link divided by the total number of clicks for the delivery. Therefore, option A is the correct answer.

The number of unique clicks divided by the total number of unique opens for the delivery is the Click-Through Rate (CTR).

The number of unique clicks on a link divided by number delivered is the Click-to-Delivered Rate (CDR).

The number of total clicks on a link divided by number delivered is the Click-to-Open Rate (CTOR).

### NEW QUESTION: 14

An Adobe Campaign business practitioner is getting the following error in a workflow built by someone whose access for campaign instance has been revoked.

Error from workflow:(Campaign jobs(operationMgt))

BAS-010003 Unable to complete operation in current status.

WKF-560044 Error while sending notification with delivery template 'notify supervisor' Please refer to the delivery log ID 00000 for more information (object associated with the workflow task).

After analyzing the error, the practitioner understands that the xml of the workflow below needs to be updated:

```
process forecasted="0" login="xxxxx@xxxx.com" priority="0M processState="20" startState="07
```

What change is needed to remove the error?

- A. Replace the login with an active operator "user id + email"
- B. Replace the login with an active operator email
- C. Replace the login with an active operator "user id + name"
- D. Replace the login with an active operator name

**Answer: (SHOW ANSWER)**

Explanation

Adobe Campaign allows you to create and edit workflows using a graphical interface or an XML editor. You can also view and modify the properties of a workflow, such as its name, label, description, priority and login2

The login property of a workflow indicates the operator who created or scheduled the workflow. It is used for security and notification purposes. If the operator's access for the campaign instance has been revoked, then the workflow may fail or generate errors3.

To remove the error in your workflow, you need to replace the login property with an active operator's user ID and email address. The user ID and email address are separated by a colon (:) in the XML code. For example:

```
login="1234:john.doe@example.com".
```

### NEW QUESTION: 15

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 (LEAVE A REPLY)**

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>

### NEW QUESTION: 16

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 (LEAVE A REPLY)**

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

<https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic-questions/operation-id-campaign-link>

The script "delivery.operation\_id =

instance.vars.operation\_id" is assigning the value of the campaign operation ID (stored in instance variables) to the delivery's operation ID. This is a method of linking a delivery to its

parent campaign operation within Adobe Campaign. The operation ID is a unique identifier for a campaign operation, and this linkage ensures that the delivery's performance can be reported and analyzed in the context of the campaign it belongs to.

References: This understanding of campaign and delivery linkage comes from commonscripting and data structure practices in Adobe Campaign Classic, where such scripts are used to ensure proper association between

campaign elements.

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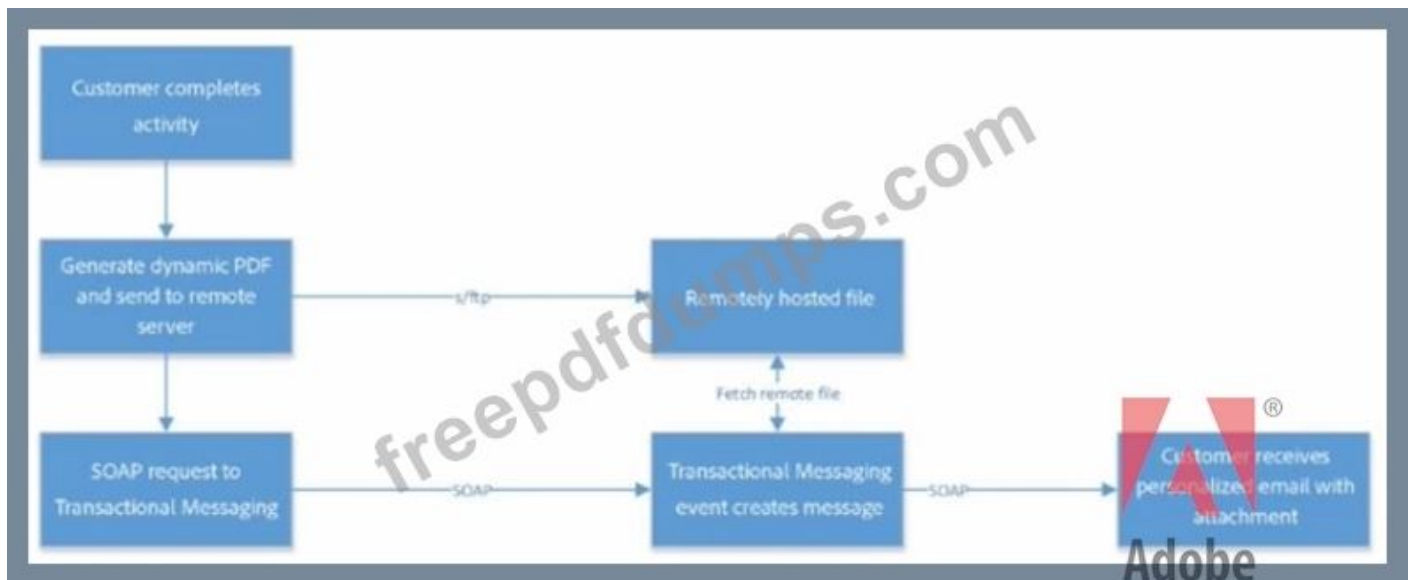
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### NEW QUESTION: 17

A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.



What should the business practitioner do to configure an email attachment on the fly to a transactional message?

- A. Define SOAP attachment parameters (<%= rtEvent.ctx.attachmentUrl %>) within the content of the delivery
- B. In the attachment definition screen, enter the attachment URL
- C. Use Java Script activity to attach the document
- D. In the advanced screen, enter the SOAP attachment parameter

**Answer: A (LEAVE A REPLY)**

Adobe Campaign allows you to send transactional emails with individual and/or personalized attachments using SOAP APIs. You can also create calculated attachments that can depend on the recipient and be converted to PDF.

To configure an email attachment on the fly to a transactional message, you need to define SOAP attachment parameters within the content of the delivery. These parameters are used to specify the URL, name, type and encoding of the attachment. For example, you can use <%= rtEvent.ctx.attachmentUrl %> to refer to the attachment URL.

<https://experienceleague.adobe.com/docs/campaign-classic/using/transactional-messaging/transactional-email-wi>

### NEW QUESTION: 18

A business practitioner has been given a condition to create a link between two tables such that one primary key of the first table can be connected with multiple values over the primary key of the second table.

Which cardinality does the practitioner need to define in the first table while making a connection?

- A. n:1
- B. 1:n
- C. m:n

**Answer: B (LEAVE A REPLY)**

To create a link between two tables such that one primary key of the first table can be connected with multiple values over the primary key of the second table, the business practitioner needs to define the cardinality in the first table as 1:n.

The cardinality defines the relationship between the two tables. In this case, the first table has a primary key that can be connected with multiple values over the primary key of the second table. This is a one-to-many relationship, which is represented by the cardinality 1:n.

### **NEW QUESTION: 19**

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 (LEAVE A REPLY)**

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 methods<sup>2</sup>.

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:

- \* Add an End activity to the final transition of a workflow. This activity marks where your workflow ends and releases all the resources used by the workflow<sup>3</sup>.
- \* Click on the Stop icon on the workflow task bar. This action stops the execution of the workflow immediately and displays a confirmation message.

### **NEW QUESTION: 20**

What happens when there are multiple reviewers assigned to a delivery approval job?

- A. The approval job is complete once a reviewer has responded
- B. Once all reviewers have responded, the approval job is completed by the Campaign Manager
- C. The approval job is complete when all reviewers have responded
- D. Once a reviewer has responded, the approval job is completed by the Campaign Manager

**Answer: C (LEAVE A REPLY)**

In a multi-reviewer approval process within Adobe Campaign, the approval job is typically not considered complete until all assigned reviewers have responded. This ensures that the delivery receives adequate scrutiny and that all feedback is taken into account before proceeding. It is a consensus-driven approach to ensure that multiple stakeholders agree on the content and structure of the campaign delivery before it is finalized. References: The multi-reviewer approval

process is part of the campaign management workflow in Adobe Campaign, designed to facilitate collaborative review and approval of campaign content.

**NEW QUESTION: 21**

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: ([SHOW ANSWER](#))**

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 requirements<sup>2</sup>. The default retention periods for some of the standard tables are:

- \* Consolidated tracking: 6 months
- \* Delivery logs: 6 months
- \* Tracking logs: 13 months

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.

**NEW QUESTION: 22**

One of the IP ranges listed on the IP allowing list in the Adobe Campaign Control Panel is shown as "Expired" and will be automatically deleted after 7 days.

Which option is the business practitioner allowed to perform within this 7-day period?

- A. Edit the duration of the expired IP range.
- B. Create another IP range that overlaps the expired range.
- C. Change the IP status to "Active" in the server configuration file.

**Answer: ([SHOW ANSWER](#))**

Explanation

Within the 7-day period, the business practitioner is allowed to edit the duration of the expired IP range. This can be done by selecting the IP range and clicking on the "Edit" button. The business practitioner can then change the duration of the IP range to a new value.

**NEW QUESTION: 23**

A new sample file is needed for a Data Loading process with a new layout. A business practitioner has clicked "Auto-Detect Format."

What step should the business practitioner take?

- A. Create a new Data Loading process and leave the original intact for future use
- B. Verify the file format, specifically date formats that need to be set correctly
- C. Load a file from the local machine to test the format
- D. Move forward, Auto-Detect formats the file properly

**Answer: B (LEAVE A REPLY)**

After clicking "Auto-Detect Format," the business practitioner should B. Verify the file format, specifically date formats that need to be set correctly.

While "Auto-Detect Format" can be helpful in identifying the format of the file, it is important to verify the file format, specifically date formats that need to be set correctly. This can help ensure that the data is loaded correctly and that there are no issues with the data.

#### **NEW QUESTION: 24**

A business practitioner needs to configure a monthly email newsletter so that subscribers that are considered minors never receive them.

Which type of typology rule should be used to accomplish this task?

- A. Filtering
- B. Capacity
- C. Pressure
- D. Control

**Answer: A (LEAVE A REPLY)**

Atypology rules are business rules that allow you to perform checks and filtering on your message before sending it. You can design and apply four types of typology rules: Filtering, Capacity, Pressure and Control<sup>2</sup>.

To configure a monthly email newsletter so that subscribers that are considered minors never receive them, you need to use a Filtering rule. This type of rule allows you to exclude one part of the message target according to criteria defined in a query, such as age or date of birth<sup>2</sup>. You can also use predefined filtering rules or create your own custom ones.

#### **NEW QUESTION: 25**

An Adobe Campaign business practitioner is extracting data using a "Data Extraction" activity of a workflow.

What step should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times?

- A. Handle groupings (GROUP BY + HAVING)
- B. Handle groupings (COMBINE + DEDUPE)
- C. Handle groupings (UNION + SELECT)

**Answer: A (LEAVE A REPLY)**

a data extraction activity allows you to extract data from Adobe Campaign database and export it to a file<sup>1</sup>

. You can select the data to be extracted, the file format, and the output location<sup>1</sup>.

The handle groupings option lets you group data by one or more criteria and apply aggregate functions such as count, sum, average, etc2. You can also filter the final result of the aggregate by using a having clause2.

the step that should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times would be option A. Handle groupings (GROUP BY + HAVING) would allow you to group customers by their order count and filter those who have ordered more than 10 times.

In the context of data extraction, particularly when working with aggregate data such as counting the number of orders per customer, the SQL clauses GROUP BY and HAVING are used. The GROUP BY clause is used to aggregate the data according to one or more columns - in this case, the customer identifier. The HAVING clause is then used to filter the aggregated results based on a condition - in this case, customers who have ordered more than 10 times. This approach effectively filters out the final result to include only customers meeting the specified ordering criteria.References:The use of GROUP BY and HAVING clauses is standard in SQL for performing aggregations and filtering on aggregate data.

#### **NEW QUESTION: 26**

Following the first deployment of the client's news bulletin, the email was sent to brand advocates who had opted in. The Marketing team wants to visualize the peak period of reactivity. Which out-of-the-box delivery report would a business practitioner recommend?

- A. Tracking Indicator report
- B. Delivery Summary report
- C. User Activities report
- D. Delivery Throughput report

**Answer: D (LEAVE A REPLY)**

The "Delivery Throughput" report is used to visualize the distribution of actions (like opens and clicks) over time, providing insight into the reactivity of recipients following the delivery of a campaign. It can be used to observe the peak periods when recipients are most active in interacting with an email, thus indicating the peak period of reactivity. This information is valuable to marketing teams who want to understand recipient engagement trends and optimize send times.References:The Delivery Throughput report is a standard part of campaign reporting in Adobe Campaign Classic, offering temporal insights into delivery interactions.

#### **NEW QUESTION: 27**

A business practitioner wants to create a cross delivery workflow in a campaign so that customers who are subscribed to a newsletter would receive a promo in an email, then in an SMS.



What should the business practitioner do to ensure that this workflow is cross delivery?

- A. Check "Generate an outbound transition" in the workflow execution settings of the mobile delivery
- B. Check "Generate inbound/outbound transitions" in the workflow execution settings of both email and mobile deliveries
- C. Check "Generate an outbound transition" in the workflow execution settings of the email delivery

**Answer: (SHOW ANSWER)**

Explanation

Check "Generate inbound/outbound transitions" in the workflow execution settings of both email and mobile deliveries.

The workflow execution settings of the email and mobile deliveries should be configured to generate inbound/outbound transitions. This will ensure that the workflow is cross delivery and that customers who are subscribed to a newsletter will receive a promo in an email and then in an SMS.

### NEW QUESTION: 28

When creating a new workflow, the operator wants to display the result of activities on their outbound transitions, followed by the label of the result as defined in the activity properties.

Which is the correct method to enable this?

- A. The Display progress information option
- B. Examining Task notifications in the tracking tab
- C. Viewing the workflow logs, once it has completed

**Answer: A (LEAVE A REPLY)**

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also monitor and troubleshoot workflows using different methods<sup>1</sup>.

To display the result of activities on their outbound transitions, followed by the label of the result as defined in the activity properties, you need to use the Display progress information option. This

option is available in the workflow properties (General tab) and it enables you to view additional information on each transition such as number of records processed, label of result, etc2. In Adobe Campaign, to display the result of activities on their outbound transitions, along with the label of the result as defined in the activity properties, the operator can enable the "Display progress information" option.

This option provides visibility into the workflow's progress and helps to debug or analyze the workflow's behavior by showing the count and content of records being passed from one activity to another. References: The option to display progress information is a feature within Adobe Campaign Classic's workflow management that aids in monitoring and diagnosing the flow of data within campaign workflows.

### **NEW QUESTION: 29**

An Adobe Campaign business practitioner is getting the following error in a workflow built by someone whose access for campaign instance has been revoked.

Error from workflow:(Campaign jobs(operationMgt))

BAS-010003 Unable to complete operation in current status.

WKF-560044 Error while sending notification with delivery template 'notify supervisor' Please refer to the delivery log ID 00000 for more information (object associated with the workflow task).

After analyzing the error, the practitioner understands that the xml of the workflow below needs to be updated:

```
process forecasted="0" login="xxxxx@xxxx.com" priority="0M processState="20" startState="07
```

What change is needed to remove the error?

- A. Replace the login with an active operator "user id + email"
- B. Replace the login with an active operator email
- C. Replace the login with an active operator "user id + name"
- D. Replace the login with an active operator name

**Answer: (SHOW ANSWER)**

Adobe Campaign allows you to create and edit workflows using a graphical interface or an XML editor. You can also view and modify the properties of a workflow, such as its name, label, description, priority and login2

The login property of a workflow indicates the operator who created or scheduled the workflow. It is used for security and notification purposes. If the operator's access for the campaign instance has been revoked, then the workflow may fail or generate errors3.

To remove the error in your workflow, you need to replace the login property with an active operator's user ID and email address. The user ID and email address are separated by a colon (:) in the XML code. For example:

```
login="1234:john.doe@example.com".
```

The error message suggests that there is an issue with the workflow's ability to send notifications using the

'notify supervisor' template. This is often linked to the operator's login credentials tied to the workflow, which might now be invalid due to the access revocation. The XML snippet indicates the login information that needs to be updated. Replacing the 'login' attribute with the user ID and email of an active operator (one who has the appropriate permissions and whose access to the campaign instance has not been revoked) should correct the error. The login usually requires both user ID and associated email to correctly identify and authenticate the user within the system. References: This resolution approach is informed by typical administrative and operational troubleshooting in campaign management systems, where user access and permissions are critical for executing workflows.

### **NEW QUESTION: 30**

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

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

**Answer: B (LEAVE A REPLY)**

In Adobe Campaign Classic, the campaign end date is a critical setting that determines when a campaign will cease to send out communications. Once the defined end date of a campaign is reached, the system automatically prevents any further execution of the campaign tasks associated with sending emails or other forms of communication. This built-in functionality is designed to prevent sending outdated information to recipients and to adhere to the campaign's scheduled timeline. If a campaign needs to continue beyond its original end date, the end date in the campaign settings must be extended or updated accordingly. References: This explanation is derived from the standard operational procedures of campaign management systems like Adobe Campaign Classic, reflecting common practices in digital marketing campaign management.

### **NEW QUESTION: 31**

The data analytics team confirms that a CSV file of high-intent customers has been extracted from the Enterprise Data Warehouse and placed on the Adobe SFTP server ready for use in a trial campaign. The workflow consists of a file collector, data loading activity, and an enrichment to reconcile customers using recipient IDs. A business practitioner runs the workflow and an error occurs during the enrichment activity.

What could be causing the error?

- A. The sequence of activities is incorrect and requires attention
- B. The Data loading activity has not been configured to format the recipient ID field in the file
- C. The Data loading activity has not been configured with a representative sample file
- D. The Recipient IDs in the file do not exist in the target schema

**Answer: D (LEAVE A REPLY)**

Explanation

Adobe Campaign allows you to create and execute workflows that automate your marketing processes and data flows. You can use various activities in your workflows, such as file collector, data loading and enrichment2.

The enrichment activity can be used to configure data reconciliation between the data in the Adobe Campaign database and the data in a work table. You need to define the link between the two data sources using a common field, such as recipient ID2.

One possible reason for an error during the enrichment activity is that the recipient IDs in the file do not exist in the target schema. This means that there is no matching record for each recipient ID in the file in the Adobe Campaign database. This could cause a reconciliation failure or an empty result set.

<https://experienceleague.adobe.com/docs/campaign-classic/using/automating-with-workflows/targeting-activities>

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### NEW QUESTION: 32

A business practitioner wants to give one of the team members access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This must include read, write, and delete data.

What is the right way to give access?

- A. By selecting Propagate option
- B. By selecting Access Rights explicitly
- C. By selecting System Folder
- D. By selecting the Operators to the authorization field

**Answer: C (LEAVE A REPLY)**

Explanation

By selecting System Folder. This is the right way to give access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This also includes read, write, and delete data permissions for these objects.

<https://experienceleague.adobe.com/docs/campaign-classic/using/getting-started/permissions/access-managemen>

### NEW QUESTION: 33

In the Tracking Indicators report, which metric identifies how many of the targeted recipients opened a delivery?

- A. Sum of opens for the population reached
- B. Distinct opens for the population reached
- C. Distinct clicks for the population reached
- D. Recipient clicks for the population reached

**Answer:** ([SHOW ANSWER](#))

Explanation

The metric that identifies how many of the targeted recipients opened a delivery in the Tracking Indicators report is Distinct opens for the population reached. Therefore, option B is the correct answer.

The other options are:

- \* Sum of opens for the population reached: This metric identifies the total number of opens for the population reached.
- \* Distinct clicks for the population reached: This metric identifies the total number of clicks for the population reached.
- \* Recipient clicks for the population reached: This metric identifies the total number of clicks for the population reached, but only counts one click per recipient.

### **NEW QUESTION: 34**

A company's data includes recipients and transactions for recipients with a one(recipient) to many(transactions) relationship.

What is the most efficient configuration of a workflow Query activity to select all transactions in a particular time period?

- A. Select "Transactions" as the targeting dimension, and edit the filtering conditions to the specific Transaction dates
- B. Use the default Targeting and Filtering conditions of a Query, then edit the filtering conditions to select transactions for the specific Transaction dates
- C. Use an Incremental query and set the Scheduler to select transactions on a certain date and time
- D. Create a list and reference the list in the Query activity

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

a query activity allows you to filter and extract a population of elements from the Adobe Campaign database2

. You can select a targeting dimension and define filter conditions to specify your query criteria12. An incremental query lets you periodically select a target based on a criterion, while excluding the people already targeted for this criterion4. The population already targeted is stored in the memory by workflow instance and by activity4.

A list is a set of recipients that can be used as an input for other activities such as deliveries or queries3. You can create a list manually or use an existing one.

**NEW QUESTION: 35**

A business practitioner wants to give one of the team members access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This must include read, write, and delete data.

What is the right way to give access?

- A. By selecting Propagate option
- B. By selecting Access Rights explicitly
- C. By selecting System Folder
- D. By selecting the Operators to the authorization field

**Answer: B (LEAVE A REPLY)**

To give a team member comprehensive access to all pre-defined filters, dashboards, and web applications, including permissions to read, write, and delete data, the business practitioner would need to grant access rights explicitly. This means setting the permissions directly on the user's profile or group to which the user belongs, ensuring they have the necessary rights across all relevant objects, irrespective of the user's rights to specific folders. References: In Adobe Campaign, user rights and permissions are managed through explicit settings in the user profiles or groups, ensuring controlled access to various platform features.

**NEW QUESTION: 36**

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

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

**Answer: A (LEAVE A REPLY)**

Explanation

Adobe Campaign allows you to create different types of campaigns, such as recurring campaigns, periodic campaigns, or transactional messages<sup>2</sup>. Each campaign has a start date and an end date that can be defined in the execution schedule.

However, these dates are not used to control the campaign execution. They are only used to display the campaign information in the Calendar UI<sup>3</sup>. Therefore, even if a campaign is sent past the end date, it will not affect its functionality.

**NEW QUESTION: 37**

A retail company would like to send a promotional offer to their loyalty customers which is redeemable by a phone call to their customer call center. The segmented population for the send is 23,500 and the customer center is equipped to redeem 5,000 offers each day.

How would a business practitioner ensure that the offers are controlled in a sequential send?

- A. Create multiple segments of 5000 to be sent sequentially and apply pressure rules to prevent marketing fatigue

- B.** Create an incremental query and apply the Capacity Typology rule to exclude the messages when the limit of 5000 is reached
- C.** Create an incremental send for 5000 offers and apply the Filtering Typology rule to exclude the () messages when the limit is reached
- D.** Limit the 23.5K segment to segment of 5000 each day and apply the Control Typology rule to exclude the messages when the limit is reached

**Answer: B (LEAVE A REPLY)**

Explanation

Adobe Campaign allows you to send messages across different channels, such as email, SMS, push notifications, etc. You can also configure and schedule your deliveries according to your business needs and objectives<sup>2</sup>.

To ensure that the offers are controlled in a sequential send, you need to use an incremental query and apply the Capacity Typology rule<sup>3</sup>. An incremental query is a type of query that lets you select a subset of recipients based on a fixed number or a percentage. The Capacity Typology rule is a type of typology rule that lets you limit the number of messages sent per day for a specific channel.

<https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/key-steps-when-creating-a-d>

#### **NEW QUESTION: 38**

Which functionality enables a business practitioner to display different variations of content to the recipients of the email delivery according to a predefined condition configured in the expression editor?

- A.** Content blocks
- B.** Dynamic content
- C.** Visibility condition

**Answer: B (LEAVE A REPLY)**

Explanation

The functionality that enables a business practitioner to display different variations of content to the recipients of the email delivery according to a predefined condition configured in the expression editor is called Dynamic content .

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