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QUESTION 1

What is the primary benefit of utilizing a platform option?

A. To reference and update a parameter across multiple workflow executions

B. To automatically create an incremental counter to maintain a consistent sequence

C. To standardize the values of a field and help with data input or use within queries

D. To communicate with external applications

Correct Answer: D

Reference: https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administrationbasics/external-accounts.html

QUESTION 2

A client has limited HTML development resources, but needs to deliver a high volume of email campaigns with different content What would be the best standard package to fulfill the client\\'s requirements?

A. Marketing campaigns (Campaign)

B. Campaign Optimization

C. Content Manager

D. Delivery

Correct Answer: C

QUESTION 3

A Campaign developer notices that a workflow scheduled to run daily and create a customer list is associated to a campaign marked as Finished.

What explains the outcome of the next scheduled workflow run?

A. The workflow continues to run, but the list is NOT created as configured.

B. The workflow does NOT run regardless of the schedule until the campaign end date is adjusted.

C. The developer must copy the workflow into a new campaign and reschedule the new workflow.

D. The workflow continues to run as scheduled and creates the list as configured.

Correct Answer: B

QUESTION 4

Out of the following variables, which has the widest range of visibility within the platform?

A. event variable

B. option variable

C. platform variable

D. instance variable

Correct Answer: C

QUESTION 5

How should a Campaign developer restrict users from entering only one of three possible data values in a column called customerstatus?

A. Create an onChange JavaScript trigger to alert the end user to the invalid value

B. Leverage the enableif keyword with an expression that evaluates the values for customerstatus

C. Leverage Enumerations in drop-down lists for the three allowed values

D. Apply a sysfilter to the form and filter on the values for customer status

Correct Answer: C

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