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Adobe Campaign Business Practitioner

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QUESTION 1

Which workflow activity should be used to export data?

A. Data download

B. List update

C. Update data

D. Data extraction

Correct Answer: D

Reference: https://helpx.adobe.com/campaign/standard/automating/using/extract-file.html

QUESTION 2

Which three tasks could a campaign business practitioner do to view a personalized version of a delivery? (Choose three.)

A. Utilize the test personalization option

B. Send a proof of the delivery

C. Analyze the delivery after creating it

D. Send the email to seed a list to compare

Correct Answer: ABC

QUESTION 3

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

Correct Answer: A

QUESTION 4

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

Correct Answer: A

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

QUESTION 5

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

A. Select the email addressed from the recipient table

B. You can not 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

Correct Answer: A

QUESTION 6

In which three execution status states can a campaign business practitioner start a workflow? (Choose three.)

A. Finished

B. Being Edited

C. Paused

D. Error

Correct Answer: ABC

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

QUESTION 7

Which is most likely situation in which a campaign business practitioner should create a new plan?

A. At the start of a seasonal campaign

B. When a new user must be added

C. At the start of a calendar year

D. When a report must be generated

Correct Answer: A

QUESTION 8

Workflow A runs before Workflow B. Workflow A populates a staging table that workflow B uses to load each day. Workflow B frequency fails because Workflow A is still creating the writing to the table.

What is the best way for a campaign business practitioner to solve this error?

A. Adjust the scheduled run to ensure there is no overlap

B. Combine the two workflows together

C. Use JavaScript to call a Signal in Workflows B instead of a time-based schedule

D. Remove the staging table because there is no need for temp storage

Correct Answer: A

QUESTION 9

When utilizing the updated list process, a campaign business practitioner make sure to append additional records to a list if it exists?

A. Only create new lists and avoid updating an existing list

B. Uncheck the option to purge the list if it exists

C. Specify the name explicitly in the options

D. Store the list on an external database

Correct Answer: A

QUESTION 10

Campaign requirements state that a random selection of 20% of recipients be withheld from the targeting population to receive a different creative treatment in another campaign. How should the business practitioner configure the workflow?

A. Use the workflow properties to configure the random sample and it will be posted to the folder

B. Use a query activity to select the random selection and a list update activity to house the sample

C. Use a split activity to select the random sample and a list update activity to house the sample

D. Use a delivery activity to select the random sample and it will be posted the delivery logs

Correct Answer: B