

## Adobe.AD0-E307.v2023-06-21.q29

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### NEW QUESTION: 1

A campaign business practitioner is monitoring a delivery during its analysis. The campaign business practitioner notes that the audit has indicated two items with a warning. What happen with the delivery because of the warning?

- A. The delivery deploys the email
- B. The delivery generates an error but does NOT deploy
- C. The delivery generates an error and does NOT deploy
- D. The delivery generates an error and at the end of the analysis but deploys the email

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

### NEW QUESTION: 2

A workflow including a scheduler with a recurring frequency contains a regular delivery step. What is the result?

- A. The delivery executes once and errors on the second send.
- B. The delivery executes once and enters a finished state.
- C. The delivery is sent as scheduled for the first and second send
- D. The delivery throws a warning message and executes as scheduled for first and second send.

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

### NEW QUESTION: 3

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

- A. Place a change dimension activity prior to the delivery
- B. Place a split activity prior to the delivery
- C. Place a union activity prior to the delivery
- D. Place a deduplication activity prior to the delivery

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

**NEW QUESTION: 4**

A large target population spans multiple age groups. The Business Practitioner needs to create a control group with 10% from each age group.

What is the most efficient method to create the control group?

- A.** Use a query activity to query the target population and another query activity to obtain the desired control group. Then use an exclusion activity to get the exclusive target.
- B.** Use the out of the box control group functionality with Random Sampling and Data Grouping.
- C.** Use a query activity to obtain the target population and send to a split activity to remove each age group with record count limitation set as random.
- D.** Modify the target population query to not include the control group.

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

**NEW QUESTION: 5**

What are two uses of an Exclusion activity in a campaign workflow? (Choose two.)

- A.** to prioritize contacts with the campaign target
- B.** to obtain an accurate population count before Delivery
- C.** to suppress Recipient on a prior contact list
- D.** to present exclusive offers in an upsell campaign

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

**NEW QUESTION: 6**

More than one person in an approval operator group responds to an approval activity that requires a single response. What is the result?

- A.** The workflow errors if more than one person from the operator group responds.
- B.** The workflow pauses until all members of the operator group responds.
- C.** The workflow resumes after the first person in the operator group responds.
- D.** The workflow errors if people in the operator group give different responses.

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

**NEW QUESTION: 7**

Which is mandatory when creating a new campaign?

- A.** Label
- B.** Start date
- C.** Channel
- D.** Plan

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

**NEW QUESTION: 8**

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

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

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

#### **NEW QUESTION: 9**

Workflow instructions are identical to a previous workflow except the dates. What course of action should a Campaign Business Practitioner take?

- A. Run the previous workflow from the previous campaign and change the date
- B. Contact the request to confirm the information is accurate.
- C. Use a copy of the previous workflow in a campaign and change the values
- D. Create a new workflow from scratch in a new campaign

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

#### **NEW QUESTION: 10**

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

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

- A. The missing records have been rejected as spam.
- B. The missing records were doubles.
- C. The missing records are part of a control group.
- D. The missing records are part of an A/B test group.

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

#### **NEW QUESTION: 11**

Which filtering dimension should a Practitioner use to identify responders in a cross-channel campaign?

- A. approval logs
- B. exclusion logs
- C. delivery logs
- D. tracking logs

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

#### **NEW QUESTION: 12**

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

**NEW QUESTION: 13**

A Practitioner chooses the wrong parent folder for the Marketing Plan. How should the Practitioner correct the mistake?

- A. delete the Marketing Plan and start over
- B. edit the plan properties and select a different parent folder
- C. rename the parent folder
- D. drag and drop the Marketing Plan to a new folder

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

**NEW QUESTION: 14**

A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits, which email metric indicates the winning promotion theme?

- A. Highest open rate
- B. Highest Click through rate
- C. Lowest activity rate
- D. Lowest unsubscribe rate

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

**NEW QUESTION: 15**

For which reason does a fork activity produce an error?

- A. The fork has no inbound transition
- B. The fork's outbound transition are out of sequence
- C. The fork has an inbound transition that has zero results
- D. The fork's outbound transition has no connected activity

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

**NEW QUESTION: 16**

Which three aspects of an A/B test should a Practitioner use Adobe Campaign to configure? (Choose three.)

- A. response delay
- B. confidence level
- C. indicators
- D. sample size

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

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#### **NEW QUESTION: 17**

In a Query where the targeting dimension is Recipients, the Practitioner changes the filtering dimension to Transactions and specifies filtering transaction amount. The preview provides a count of 116,361 records.

When the Practitioner executes the Query, the record count is 8,643 records.

What is the likely reason?

- A. The preview gives an estimate, not an accurate count.
- B. There are duplicates in the Recipient table.
- C. There are multiple purchases per Recipient.
- D. The preview looks at all Recipients.

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

#### **NEW QUESTION: 18**

A Practitioner's team learns that Gmail has modified its spam filtering criteria.

How should the Practitioner use the client console to obtain the percentage of users that have been affected by this change?

- A. use "Counters" within "Platform" selection in the Navigation hierarchy
- B. export the list of the recipients to Excel and create a formula to calculate the required percentage
- C. filter the Recipient dataset based on emails that contain the string "gmail" and divide by total number of Recipients
- D. use "Aggregates" functionality within Production - Objects created automatically

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 19**

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. 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
- B. A read list activity to import the text file into the workflow and a split activity to segment the mobile phone type

C. An update data activity to import the txt file into workflow and a query activity to select all mobile phone types

D. A query activity to import the text file and an intersection activity to find matches between recipients and the text file

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

#### **NEW QUESTION: 20**

Which best practice should a user take to move an improperly placed campaign into the correct program folder?

A. Select the correct program dropdown in the campaign edit tab

B. Rename the improper program location to the appropriate program

C. Recreate the campaign in correct program

D. Click and drag the campaign into the appropriate program

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

#### **NEW QUESTION: 21**

From which screen on the client should the Business Practitioner approve the targeting of an email delivery in an email campaign?

A. from the Approval Dashboard

B. from the Home Screen

C. from the Campaign Dashboard

D. None. You must open the mail and approve on the website

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

#### **NEW QUESTION: 22**

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. Both the Yes and No Branch are run.

B. Neither Branch is run.

C. The No Branch is run.

D. The Yes Branch is run.

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

#### **NEW QUESTION: 23**

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

A. channel

B. target

C. content

D. template

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

**NEW QUESTION: 24**

What is the purpose of configuring a campaign with start and end date?

- A. To ensure that dates show on campaign calendar
- B. To sequence campaign delivery
- C. These dates are used for tracking purpose only
- D. To ensure that the campaign works only between those dates

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

**NEW QUESTION: 25**

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 selecting the "Keep the results of interim populations between two executions" option in the workflow properties
- D. by storing data passed between activities to temporary worktables

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

**NEW QUESTION: 26**

A Practitioner is required to execute and store all deliveries related to a delivery template in specific folder defined by the business. How should the Practitioner most effectively implement this requirement?

- A. Define specific Execution folders within the delivery properties of a delivery template.
- B. Move all deliveries manually into defined folders.
- C. Define Routing within the delivery properties of each delivery template.
- D. Modify the delivery mapping to define the routing.

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

**NEW QUESTION: 27**

A Campaign has a scheduler set up to run weekly. The scheduler triggers a recurring delivery and a continuous delivery.

How many records are created in the delivery table at the end of 3 weeks?

- A. 6
- B. 2
- C. 4
- D. 3

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

**NEW QUESTION: 28**

What is the result when a user tries to create two lists with the same label?

- A. The system notifies the user to change the name of the new list
- B. The system renames the new list automatically
- C. The system allows the existing list with the new list data
- D. The system allows the new list to be created as

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

**NEW QUESTION: 29**

What happens to a folder when the option 'This folder is a view' is selected?

- A. The folder shows all items of different types irrespective of which folder the items are located in.
- B. The folder shows items that have been deleted in the folder.
- C. The folder shows all items of the folders' type irrespective of which folder the items are located in.
- D. The folder shows all items in the folder's sub folders irrespective of item type.

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

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