

Adobe.AD0-E314.v2022-06-09.q31

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NEW QUESTION: 1

What should a Practitioner use to add recipients by using the Adobe Campaign client?

- A. the 'Edit' tab of the Recipients schema under Administration - Configuration - Data schemas
- B. 'Import Package' under 'Tools' drop down menu - Advanced menu option
- C. the 'Recipients' form under Profiles and Targets - Recipients
- D. the 'Data' tab of the Recipients schema under Administration - Configuration - Data schemas

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

NEW QUESTION: 2

Which two examples are appropriate for Qualitative analysis in Adobe Campaign? (Choose two.)

- A. total sales in US dollars
- B. average basket
- C. sales by product
- D. most popular email domains

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

NEW QUESTION: 3

A large clothing brand that has several thousand boutiques all over the US decides to create a special offer of 50% off all merchandise in their catalog. This offer is aimed at the best clients of the brand's US stores, meaning those who have spent more than \$300 since the beginning of the year.

The business practitioner decides to use Distributed Marketing, which will allow selection of the stores' best clients (grouped by region). These selected clients will receive the email delivery containing the special offer.

What campaign template should the business practitioner use?

- A. Collaborative campaign (by campaign)
- B. Collaborative campaign (simple)
- C. Collaborative campaign (by target approval)
- D. Collaborative campaign (by form)

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

NEW QUESTION: 4

What is the maximum number of Campaign application servers a single client can connect to at one time?

- A. 0
- B. 1
- C. 2
- D. 3

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

NEW QUESTION: 5

A campaign has been setup with an operator group (with 2 operators) as approvers in the "Approvals" section of the delivery.

What will happen if one of the operators is unavailable to provide approval?

- A. The campaign process will not proceed if both the first and seconds approvers do not provide inputs before expiry
- B. The process will continue without approval if one has been provided before expiry
- C. The process waits indefinitely for inputs from both approvers before moving to the next activity
- D. The input of just the first approver is required in order for the process to continue onto the next activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

During an investigation, a business practitioner modifies workflows properties to keep the results of interim populations between two executions. What is the purpose of this step? (Choose two.)

- A. To export data that is passed between two activities in the workflow
- B. To configure the schema of the data that is passed between two activities in the workflow
- C. To modify the data that is being passed between two activities in the workflow
- D. To add filtering criteria to data that is being passed between two activities in the workflow
- E. To save data created with each run of the workflow to a list

Answer: ([SHOW ANSWER](#))

Reference:

WKF__General_operation_Executing_a_workflow.html

NEW QUESTION: 7

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 happens with the delivery because of the warning?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

Why should a campaign business practitioner add a compliment to a split?

- A. To analyze content selected in the split
- B. To analyze the order of the split selection
- C. To analyze rejected records
- D. To analyze records remaining from the split

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

NEW QUESTION: 9

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. To ensure that the campaign works only between those dates
- D. These dates are used for tracking purpose only

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

NEW QUESTION: 10

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

- A. Rename the improper program location to the appropriate program
- B. Recreate the campaign in correct program
- C. Select the correct program dropdown in the campaign edit tab
- D. Click and drag the campaign into the appropriate program

Answer: ([SHOW ANSWER](#))

Reference:

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

NEW QUESTION: 11

On a Friday, A Practitioner decides to send Deliveries on Monday at 8 AM. The deliveries must have the most up-to-date target.

What should the Practitioner configure before starting the campaign workflow?

- A. approval
- B. extraction date
- C. scheduler
- D. contact date

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

NEW QUESTION: 12

How should a campaign business practitioner send a proof to a seed list?

- A. Proofs are sent automatically to seed lists before a delivery is sent
- B. Select the appropriate target in the send proof menu
- C. A proof cannot be sent to the seed list, only the actual delivery
- D. Enter a seed list address in the "To:" text box

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

Reference:

[DLV_Using_seed_addresses_About_seed_addresses.html](#)

NEW QUESTION: 13

A Business Practitioner has a delivery with two links sent to 100 recipients:

80 messages reached the box

40 Recipients opened the delivery

20 Recipients clicked on at least one link

What was the reactivity?

- A. 50%
- B. 40%
- C. 20%
- D. 25%

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

In which scenario can a business practitioner save time when using a campaign template?

- A. When using same workflow logic
- B. When contacting the same address
- C. When using unique workflow logic
- D. When sending the same email delivery

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

NEW QUESTION: 15

A workflow is paused and an activity is blinking with a red halo. How can a business practitioner determine what the error is for this activity?

- A. Under Campaign Administration, click "Error Logs"
- B. Ask a system administrator
- C. Right click the activity and click "Display Logs"
- D. Open the activity and view errors in the Advanced tab

Answer: C (LEAVE A REPLY)

NEW QUESTION: 16

What is the required to create a predefined filter?

- A. Rights on a folder of type filter
- B. Input form
- C. Navigation hierarchy
- D. Validity period

Answer: (SHOW ANSWER)

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NEW QUESTION: 17

Which is mandatory when creating a new campaign?

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

Answer: (SHOW ANSWER)

Reference:

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

NEW QUESTION: 18

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

- B. Use a split activity to select the random sample and a list update activity to house the sample
- C. Use a query activity to select the random selection and a list update activity to house the sample
- D. Use the workflow properties to configure the random sample and it will be posted to the folder

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

NEW QUESTION: 19

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

(Choose three.)

- A. Analyze the delivery after creating it
- B. Send the email to seed a list to compare
- C. Utilize the test personalization option
- D. Send a proof of the delivery

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

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

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

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

NEW QUESTION: 21

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

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

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

NEW QUESTION: 22

When utilizing the updated list process, a campaign business practitioner must make sure to append additional records to a list if it exists. How can a campaign business practitioner do that?

- A. Only create new lists and avoid updating an existing list
- B. Uncheck the option to purge the list if it exists
- C. Store the list on an external database

D. Specify the name explicitly in the options

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

NEW QUESTION: 23

What is the purpose of setting an activity execution mode to 'Enable but do not execute'?

A. to skip the activity and continue workflow execution

B. to dynamically reconfigure the activity

C. to step into the activity and execute stepwise

D. to examine records coming into the activity

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

Reference:

WKF_Advanced_management_Advanced_parameters.html#Execution

NEW QUESTION: 24

Which module(s) needs to be installed in order to be able to create Marketing Campaigns?

A. Marketing Campaigns (Campaign)

B. Marketing Resources

C. Central/Local Marketing (Distributed Marketing)

D. Campaign Optimization

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

Reference:

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

NEW QUESTION: 25

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

A. drag and drop the Marketing Plan to a new folder

B. delete the Marketing Plan and start over

C. rename the parent folder

D. edit the plan properties and select a different parent folder

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

A new sample file is needed for a data loading process with a new layout. You have clicked auto detect format.

What step you should take?

A. You can move forward, auto detect formats the file properly

B. You should create a new data loading process and leave the original intact for future use

C. Verify the file format, specifically date formats that need to be set correctly

D. Load a file from your local machine to test the format

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

NEW QUESTION: 27

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.** A query activity to import the text file and an intersection activity to find matches between recipients and the text file
- D.** An update data activity to import the txt file into workflow and a query activity to select all mobile phone types

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 28

A workflow log indicates an incompatible document type error on a union activity. How should a campaign business practitioner verify the union activity inputs are based on?

- A.** The union activity's inputs are based on the same global dictionary
- B.** The union activity's inputs are based on the same filtering dimension
- C.** The union activity's inputs are based on the same target mapping
- D.** The union activity's inputs are based on the same targeting dimension

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

NEW QUESTION: 29

What are the three reasons why a campaign manager would reference a deliver audit. (Choose three.)

- A.** The manager could find out if the delivery is blocked on a particular operating system
- B.** The manager could see if typology rules were applied
- C.** The manager could find out how many recipients were excluded
- D.** The manager could see how long the delivery is taking to process

Answer: ([SHOW ANSWER](#))

Reference:

[CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html](#)

NEW QUESTION: 30

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 storing data passed between activities to temporary worktables

D. by selecting the "Keep the results of interim populations between two executions" option in the workflow properties

Answer: D (LEAVE A REPLY)

Reference:

WKF__General_operation_Executing_a_workflow.html

NEW QUESTION: 31

A Practitioner has customized a delivery for men, women and unspecified gender values. A proof personalized to each gender segment is then required to be sent to an approver prior to the delivery phase. What is the efficient way to accomplish this?

A. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient using Random profile.

B. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient in each of the gender segments.

C. Create three different deliveries for each of the gender segments and define the same approver for each delivery.

D. Specify an approver in the Recipient table via the Target mapping directly.

Answer: B (LEAVE A REPLY)

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