

Adobe.AD0-E314.v2022-09-04.q32

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NEW QUESTION: 1

What are two reasons to include the email address when importing a list of contacts?
(Choose two.)

- A. to populate the reconciliation key
- B. to send a confirmation email
- C. to meet legal requirements
- D. to update the primary key field

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 2

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. Load a file from your local machine to test the format
- 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. You can move forward, auto detect formats the file properly

Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

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. Store the list on an external database
- C. Uncheck the option to purge the list if it exists
- D. Specify the name explicitly in the options

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

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

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

Recipients

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: D,E ([LEAVE A REPLY](#))

Reference:

WKF__General_operation_Executing_a_workflow.html

NEW QUESTION: 7

Which two tasks can be performed to reduce the probability of a delivery being blocked or flagged as 'spam' by anti-spam tools? (Choose two.)

- A. Specify recipient's name in the greeting
- B. Specify an English translation for non English mails
- C. Email content should have both HTML and text parts
- D. Make sure your delivery does not contain only images

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

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

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

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

NEW QUESTION: 9

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

A Business Practitioner is unable to view a report that the Business Practitioner's colleague can view.

What is the reason for this issue?

- A. access has not been given
- B. the report is not published
- C. there is a different version of client
- D. there is a cache issue

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

NEW QUESTION: 11

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

- A. Place a split activity prior to the delivery

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

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

NEW QUESTION: 12

In an email delivery, the Business Practitioner uses conditioned content in the creative that varies by recipient segment.

Which three methods allow the Business Practitioner to send proofs that can be set up to cover all variations in the content? (Choose three.)

- A. Proof with Substitution of address with a random profile
- B. Proof with Seed address
- C. Proof with defined proof target
- D. Proof with Substitution of address with a fixed profile

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

A Practitioner is using the default data model.

When personalizing based on gender, how many versions of the content should the Practitioner create?

- A. two
- B. one
- C. four
- D. three

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

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

- A. the 'Data' 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 'Edit' tab of the Recipients schema under Administration - Configuration - Data schemas

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

NEW QUESTION: 15

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 input of just the first approver is required in order for the process to continue onto the next activity
- C. The process will continue without approval if one has been provided before expiry
- D. The process waits indefinitely for inputs from both approvers before moving to the next activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

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

(Choose three.)

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 19

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 20

The number of records out of union is less than intended. Which conclusion should be made?

- A. The target is dropping exclusions.
- B. The target populations are NOT mutually exclusive.
- C. The target schemas are NOT the same.
- D. The target is dropping inactive records.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 21

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. rename the parent folder
- C. delete the Marketing Plan and start over
- D. edit the plan properties and select a different parent folder

Answer: A (LEAVE A REPLY)

NEW QUESTION: 22

What is the value for status and state of the edit options when a campaign reaches the schedule end date?

- A. Finished but can still be edited
- B. Finished and can no longer be edited
- C. Completed but can still be edited
- D. Completed and can no longer be edited

Answer: C (LEAVE A REPLY)

NEW QUESTION: 23

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

Answer: D (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. 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: 25

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: 26

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: 27

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 28

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

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

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

NEW QUESTION: 29

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 30

A query on recipients is added to a workflow. The query needs to be able to obtain the last three transactions for each recipient.

Which method should be used to obtain this result?

- A. In the complementary information section, add data of the type 'Data linked to the filtering dimension'.
- B. In the complementary information section, add data of the type 'Data of the filtering dimension'.
- C. In the advanced tab, add an Initialization Script.
- D. Switch the targeting and filtering dimension and add aggregate columns to get the transactions.

Answer: (SHOW ANSWER)

Reference:

NEW QUESTION: 31

The entire list of recipients for a campaign is unavailable at the start of an A/B test. The final list of the recipients will be placed in the finalRecipients folder but they will be loaded by the time the A/B test is complete. To start the A/B test, a list of exclusive recipients is used for the initial deliveries in the folder testRecipients.

How should the Business Practitioner modify the workflow diagram?

- A.** modify the original query to all recipients in 'testRecipients' and modify the split activity to query the folder 'finalRecipients' in the complement
- B.** modify the original query to all recipients in 'testRecipients': change the A & B branches to 50% each, and add a new query after the wait to get all recipients in the 'finalRecipients' folder
- C.** modify the existing query to query all recipients in folders 'testRecipients' and 'finalRecipients'
- D.** add the enrichment after the wait to add all recipients in the 'finalRecipients' folder to the complement from the split activity

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 32

A Business Practitioner's subscription report shows low loyalty.

Which three methods should the Business Practitioner use to improve subscription loyalty? (Choose three.)

- A.** reduce the frequency of deliveries
- B.** offer compelling content
- C.** use double opt-in process
- D.** remove the un-subscription link

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

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