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NEW QUESTION: 1

An Adobe business practitioner needs to export a report on user activities with various reporting tools within Adobe Campaign. The business practitioner would like to know how many times each report has been generated and how many unique users used it.

What is the best practice to accomplish this task?

- A. Use Audit features available under Administration\Audit folder
- B. Use logins.log file in the nserver syslogd module
- C. Use Delivery summary report available in Adobe Creative Cloud

Answer: A (LEAVE A REPLY)

Explanation

Adobe Campaign provides several reporting tools that can help analyze and represent data for different purposes. Some of these tools are:

* Audit features: These features allow you to track and monitor user activities on various objects and folders in Adobe Campaign, such as deliveries, workflows, reports, etc. You can access them under Administration > Audit folder.

* logins.log file: This file records all the login attempts to Adobe Campaign server, including successful and failed logins. You can access it in the nserver syslogd module.

* Delivery summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc. You can access it in Adobe Creative Cloud.

This would allow you to export a report on user activities with various reporting tools within Adobe Campaign. You would be able to see how many times each report has been generated and how many unique users used it.

NEW QUESTION: 2

The code "delivery.operation_id = instance.vars.operation_id" is inside the delivery script tab.

What action is being performed by the code?

- A. The code is checking if the practitioner belongs to the Delivery operator group.
- B. The code is checking if the practitioner has the rights to send the email delivery.
- C. The code recovers the information concerning the delivery with the highest rate of opens.
- D. The code is linking together the delivery with the campaign that it belongs to.

Answer: (SHOW ANSWER)

Explanation

The code "delivery.operation_id = instance.vars.operation_id" is used to link together the delivery with the campaign that it belongs to. Therefore, option D is the correct answer.

<https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic-questions/operation-id-campaign-link>

NEW QUESTION: 3

In the Tracking Indicators report, which metric identifies how many of the targeted recipients opened a delivery?

- A. Sum of opens for the population reached
- B. Distinct opens for the population reached
- C. Distinct clicks for the population reached
- D. Recipient clicks for the population reached

Answer: B (LEAVE A REPLY)

Explanation

The metric that identifies how many of the targeted recipients opened a delivery in the Tracking Indicators report is Distinct opens for the population reached. Therefore, option B is the correct answer.

The other options are:

- * Sum of opens for the population reached: This metric identifies the total number of opens for the population reached.
- * Distinct clicks for the population reached: This metric identifies the total number of clicks for the population reached.
- * Recipient clicks for the population reached: This metric identifies the total number of clicks for the population reached, but only counts one click per recipient.

NEW QUESTION: 4

Which functionality enables a business practitioner to display different variations of content to the recipients of the email delivery according to a predefined condition configured in the expression editor?

- A. Content blocks
- B. Dynamic content
- C. Visibility condition

Answer: B (LEAVE A REPLY)

Explanation

The functionality that enables a business practitioner to display different variations of content to the recipients of the email delivery according to a predefined condition configured in the expression editor is called Dynamic content .

NEW QUESTION: 5

A workflow was returning unexpected results. The Operator used the pause functionality to put the workflow into a paused state to examine these results. They never cleared the pause state. What two impacts will this have on the overall Campaign instance? (Choose two.)

- A. It will increase the size of the database
- B. It will make the workflow more efficient next time
- C. It will stop further iterations of the workflow from running
- D. It will leave any temporary tables in place
- E. It will lock the workflow until it is restarted

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

Explanation

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also pause, resume or cancel workflows using different methods¹.

Pausing a workflow means that the workflow execution is temporarily suspended until it is resumed or restarted. This can be useful for examining or modifying the workflow without losing its current state².

However, leaving a workflow in a paused state can have some negative impacts on the overall Campaign instance, such as:

- * It will increase the size of the database. This is because pausing a workflow does not delete any temporary tables or data that were created by the workflow activities. These tables and data will remain in the database until the workflow is resumed or restarted³.
- * It will stop further iterations of the workflow from running. This is because pausing a workflow prevents any scheduled or triggered events from activating the workflow until it is resumed or restarted². This can affect your campaign performance and delivery.

NEW QUESTION: 6

An Adobe Campaign business practitioner is extracting data using a "Data Extraction" activity of a workflow.

What step should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times?

- A. Handle groupings (GROUP BY + HAVING)
- B. Handle groupings (COMBINE + DEDUPE)
- C. Handle groupings (UNION + SELECT)

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

Explanation

a data extraction activity allows you to extract data from Adobe Campaign database and export it to a file¹

. You can select the data to be extracted, the file format, and the output location¹.

The handle groupings option lets you group data by one or more criteria and apply aggregate functions such as count, sum, average, etc². You can also filter the final result of the aggregate by using a having clause².

the step that should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times would be option A. Handle groupings (GROUP BY + HAVING) would allow you to group customers by their order count and filter those who have ordered more than 10 times.

NEW QUESTION: 7

A business practitioner needs to perform an A/B test, sending test variant A to 10% and test variant B to 10%, after a period of 2 hours. The campaign workflow should automatically assess the higher-performing delivery based on the best open and clickthrough ratio and deploy the winning variant to the remaining 80% of the target recipient population.

What is the most appropriate delivery indicator to use to ensure the winning delivery is selected?

- A. indicators/@recipientClickRatio
- B. indicators/@amount
- C. indicators/@estimatedRecipientOpenRatio
- D. indicators/(reactivity

Answer: (SHOW ANSWER)

Explanation

The most appropriate delivery indicator to use to ensure the winning delivery is selected is C. indicators/@estimatedRecipientOpenRatio¹.

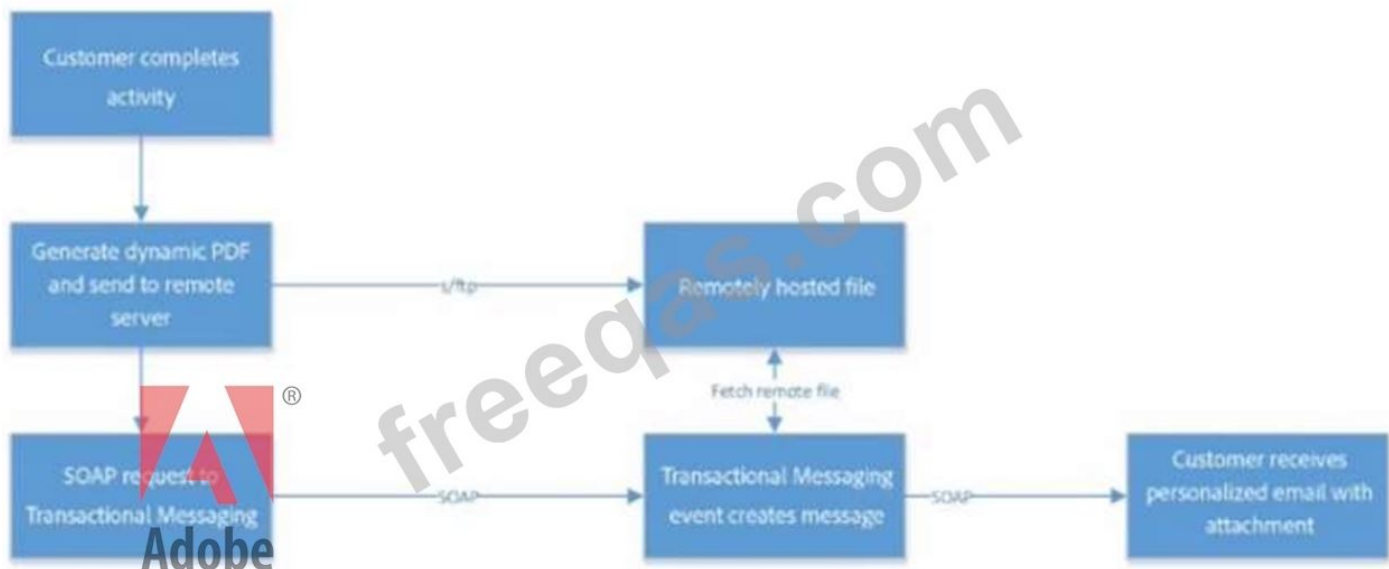
The campaign workflow should automatically assess the higher-performing delivery based on the best open and clickthrough ratio and deploy the winning variant to the remaining 80% of the target recipient population.

The most appropriate delivery indicator to use to ensure the winning delivery is selected is the estimated recipient open ratio. This is because the open ratio is a measure of the number of recipients who opened the email divided by the number of emails delivered. The higher the open ratio, the more effective the email campaign².

<https://getcircuit.com/teams/blog/delivery-performance-kpi>

NEW QUESTION: 8

A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.



What should the business practitioner do to configure an email attachment on the fly to a transactional message?

- A. Define SOAP attachment parameters (<%= rtEvent.ctx.attachmentUrl %>) within the content of the delivery
- B. In the attachment definition screen, enter the attachment URL
- C. Use Java Script activity to attach the document
- D. In the advanced screen, enter the SOAP attachment parameter

Answer: A (LEAVE A REPLY)

Explanation

Adobe Campaign allows you to send transactional emails with individual and/or personalized attachments using SOAP APIs. You can also create calculated attachments that can depend on the recipient and be converted to PDF.

To configure an email attachment on the fly to a transactional message, you need to define SOAP attachment parameters within the content of the delivery. These parameters are used to specify the URL, name, type and encoding of the attachment. For example, you can use <%= rtEvent.ctx.attachmentUrl %> to refer to the attachment URL.

<https://experienceleague.adobe.com/docs/campaign-classic/using/transactional-messaging/transactional-email-wi>

NEW QUESTION: 9

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

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

Answer: A (LEAVE A REPLY)

Explanation

The benefit of using the direct mail delivery step instead of a data extraction step is A. The delivery step allows for personalization.

The direct mail delivery step allows for personalization of the direct mail piece, which can increase the effectiveness of the campaign. The data extraction step does not allow for personalization.

NEW QUESTION: 10

An insurance company wants to send an email delivery labeled "New Offers" to all the customers with Car and PackageA to inform them about new offers that they can purchase. After one week they want to send a follow-up to those that did not open the delivery.

How would the business practitioner achieve that?

- A. Product (delivery/@product) = "Car" and Package (delivery/package) = "PackageA" and Label (delivery/@label) = "New Offers" and Type (url/type) <> "Open"
- B. Product (delivery/@product) = "Car" and Package (delivery/package) = "PackageA" and Label (delivery/@label) = "New Offers" and Tracking Logs (trackingLog): do not exist
- C. Product (delivery/@product) = "Car" and Package (delivery/package) = "PackageA" and Label (delivery/@label) = "New Offers" and Tracking Logs (trackingLog): exist such as: "Not Open"
- D. Product (delivery/@product) = "Car" and Package (delivery/package) = "PackageA" and Label (delivery/@label) = "New Offers" and Type (url/type) = "Not Open"

Answer: (SHOW ANSWER)

Explanation

Adobe Campaign allows you to create queries that filter recipients based on various criteria, such as their profile attributes, delivery properties and tracking logs. You can use queries to segment your audience and target specific groups of recipients for your campaigns².

To achieve the requirement of sending a follow-up email delivery to those customers who did not open the previous delivery labeled "New Offers", you need to create a query that filters recipients based on their product, package, delivery label and tracking logs. You need to use the Tracking Logs (trackingLog) dimension and check if it does not exist for each recipient. This means that there is no tracking information for opening or clicking on links in the previous delivery³.

<https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing>

NEW QUESTION: 11

A business practitioner needs to analyze the target population of a delivery during content preparation to understand any errors at the time of message preparation. During the Analysis phase, the business practitioner notices errors in the delivery.

What is the risk of stopping the delivery at this stage?

- A. There is a risk since the delivery has errors and send has started
- B. There is no risk during analysis phase and delivery can be stopped
- C. There is a risk during analysis phase since the delivery has started
- D. There is no risk since the delivery has errors and it was not sent out

Answer: B (LEAVE A REPLY)

Explanation

According to the web sources¹², the analysis phase of a delivery is when Adobe Campaign checks the validity of your delivery settings and prepares it for sending. It does not mean that the delivery has started or been sent out.

NEW QUESTION: 12

During a data investigation, a business practitioner modifies workflow properties to keep the results of interim populations between two executions.

What are two purposes of this step? (Choose two.)

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

Answer: D,E (LEAVE A REPLY)

Explanation

The two purposes of modifying workflow properties to keep the results of interim populations between two executions are D. To save data created with each run of the workflow to a list and E. To analyze data that is being passed between two activities in the workflow.

Saving data created with each run of the workflow to a list allows the business practitioner to keep track of the data generated by the workflow. This can be useful for analyzing the data and for troubleshooting any issues that may arise. Analyzing data that is being passed between two activities in the workflow can help the business practitioner to identify any issues with the workflow and to optimize the workflow for better performance.

NEW QUESTION: 13

One of the IP ranges listed on the IP allowing list in the Adobe Campaign Control Panel is shown as "Expired" and will be automatically deleted after 7 days.

Which option is the business practitioner allowed to perform within this 7-day period?

- A. Change the IP status to "Active" in the server configuration file.
- B. Create another IP range that overlaps the expired range.
- C. Edit the duration of the expired IP range.

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

Explanation

Within the 7-day period, the business practitioner is allowed to edit the duration of the expired IP range. This can be done by selecting the IP range and clicking on the "Edit" button. The business practitioner can then change the duration of the IP range to a new value.

NEW QUESTION: 14

One of the IP ranges listed on the IP allowing list in the Adobe Campaign Control Panel is shown as "Expired" and will be automatically deleted after 7 days.

Which option is the business practitioner allowed to perform within this 7-day period?

- A. Edit the duration of the expired IP range.
- B. Create another IP range that overlaps the expired range.
- C. Change the IP status to "Active" in the server configuration file.

Answer: ([SHOW ANSWER](#))

Explanation

Within the 7-day period, the business practitioner is allowed to edit the duration of the expired IP range. This can be done by selecting the IP range and clicking on the "Edit" button. The business practitioner can then change the duration of the IP range to a new value.

NEW QUESTION: 15

A business practitioner is creating a workflow with a querying population of 100 records. At the end of the workflow, the email delivery has a success status of 98. When the business practitioner checks the delivery logs, there are 110 successfully delivered emails.

What is a reason for 110 successfully delivered emails?

- A. The typology rules have not been applied correctly, therefore more people are contacted
- B. The delivery contacted the querying population of the delivery more than once
- C. The delivery logs are counting the email deliveries plus the proof deliveries
- D. The delivery logs are counting the email deliveries plus the seed addresses

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

Explanation

Adobe Campaign allows you to access and analyze the tracking logs of your deliveries. These logs contain information about the status, date, time, recipient and channel of each message sent². You can also use reports and alerts to monitor your delivery performance and issues³. One reason for 110 successfully delivered emails when the querying population is 100 records is that the delivery logs are counting the email deliveries plus the seed addresses. Seed addresses are additional email addresses that you can add to your delivery target for testing purposes. They are not part of your querying population but they are included in your delivery logs.

NEW QUESTION: 16

A customer wants to trigger an email on a specified frequency based on the customer journey.

Given that the customer wants the delivery statistics consolidated, what kind of email delivery should the business practitioner configure in this scenario?

- A. Recurring delivery with email content pulled from the delivery template
- B. Continuous delivery with email content pulled from the delivery template
- C. Continuous delivery with email content configured in the email delivery activity
- D. Recurring delivery with email content configured in the email delivery activity

Answer: B (LEAVE A REPLY)

Explanation

According to the web sources¹²³, a continuous delivery is a delivery type that adds new recipients to an existing delivery, while a recurring delivery is a delivery type that creates a new delivery instance each time it executes. A continuous delivery is more efficient for low-volume alerts or notifications, while a recurring delivery is more suitable for high-volume campaigns. <https://experienceleague.adobe.com/docs/campaign-classic-learn/tutorials/sending-messages/email-channel/recur>

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NEW QUESTION: 17

A business practitioner has been deploying a campaign and running the delivery. The practitioner notices that delivery paused at the time of approval.

What is the named right required to resume the delivery?

- A. APPROVE ADMINISTRATION
- B. APPROVE DELIVERIES
- C. PREPARE DELIVERIES
- D. START DELIVERIES

Answer: B (LEAVE A REPLY)

Explanation

According to the web sources¹²³, Adobe Campaign allows you to set up and manage the approval process for campaigns and deliveries. You can define different approval statuses and reviewers for each delivery, and track the approval progress in various places. You can also use named rights to set up permissions for operators and groups of operators to perform different actions on deliveries, such as preparing, approving, starting, etc.

Based on this information, I think the named right required to resume the delivery that paused at the time of approval is B. APPROVE DELIVERIES. This right allows you to approve a delivery

after it has been prepared by another operator. You can also start a delivery after approving it if you have the START DELIVERIES right.

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