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Adobe Campaign Business Practitioner

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QUESTION 1

A marketer requests a report for open/clicks for a delivery over the past week. Which report is most appropriate to obtain the information?

A. Hypothesis report

B. Tracking statistic

C. Non-delivery and bounces

D. Summary of the delivery

Correct Answer: B

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_builtin_reports_Reports_on_deliveries.html#Tracking_statistics

QUESTION 2

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 3

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

A. To analyze the order of the split selection

B. To analyze records remaining from the split

C. To analyze rejected records

D. To analyze content selected in the split

Correct Answer: B

QUESTION 4

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 Click through rate

B. Lowest unsubsubscribe rate

C. Highest open rate

D. Lowest activity rate

Correct Answer: A

QUESTION 5

During a testing phase, a Campaign Business Practitioner needs to send the test emails to a personal email addresses to see how they look in the inbox. The Campaign Business Practitioner is NOT in the recipient table.

How should the Campaign Business Practitioner - Perform this task?

A. Pick any email address and use the preview to see what it looks like

B. Go through the standard process for adding recipients

C. Type the address into the "To:" section

D. Add the email to a seed list

Correct Answer: C

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