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QUESTION 1

A user is assigned to the administrator group (which has full access) and a developer access (which has restricted access). What is the result?

A. Based on administrator access, the user does NOT have any limitations

B. The user is unable to perform any tasks in the instance until the contradiction is fixed

C. An error is produced because this is NOT a compatible configuration

D. The user is limited to the rights granted to the Developer group

Correct Answer: A

QUESTION 2

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 the workflow properties to configure the random sample and it will be posted to the folder

B. Use a query activity to select the random selection and a list update activity to house the sample

C. Use a split activity to select the random sample and a list update activity to house the sample

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

Correct Answer: B

QUESTION 3

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 4

Which is mandatory when creating a new campaign?

A. Label

B. Start date

C. Plan

D. Channel

Correct Answer: A

Reference: https://docs.campaign.adobe.com/doc/AC/en/
CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

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QUESTION 5

How is recurring delivery similar to a continuous delivery?

A. Both deliveries append record to the delivery log

B. Both deliveries can be sent multiple times

C. Both deliveries can be modified in the delivery step

D. Both deliveries create new delivery logs

Correct Answer: C

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