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Adobe Campaign Business Practitioner

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QUESTION 1

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

A. When using unique workflow logic

B. When using same workflow logic

C. When sending the same email delivery

D. When contacting the same address

Correct Answer: B

QUESTION 2

What should a campaign business practitioner add to a workflow that needs an additional data appended to target population?

A. Add a list update to the workflow

B. Add a data import step to the workflow

C. Add an enrichment to the workflow

D. Add an intersection to the workflow

Correct Answer: B

Reference: https://docs.campaign.adobe.com/doc/AC/en/
WKF_Repository_of_activities_Targeting_activities.html#Adding_data

QUESTION 3

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

A. Proof\\'s 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

Correct Answer: B

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

QUESTION 4

A campaign business practitioner refers to the URLs and clicks streams report after executing the delivery. Which breakdown can the campaign business practitioner view?

A. Links that were clicked

B. Operating system

C. Clicks by day of week

D. Delivery success and failures

Correct Answer: C

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built-in_reports_Reports_on_deliveries.html

QUESTION 5

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 happen 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 deploys the email

D. The delivery generates an error but does NOT deploy

Correct Answer: C

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