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QUESTION 1

Which workflow activity allows you to define additional data to process in your workflow, create links to a temporary resource, and combine data coming from multiple sets?

A. Reconciliation

B. Intersection

C. Union

D. Enrichment

Correct Answer: D

QUESTION 2

What is the benefit of using content fragments?

A. They help standardize branding by creating reusable content to maintain consistency across marketing campaigns.

B. They can be used to add personalization fields to the email content.

C. They can be used to add structure components to shape the email.

D. They can be used to customize emails, and maintain styling and display characteristics of landing pages.

Correct Answer: A

QUESTION 3

A list of profiles need to be provided to a third party for modification and subsequently updated in a workflow. Your profile data does not contain any fields that can be used as an unique identifier for reconciliation.

How do you create a new identifier field for profiles?

A. Extend the Profile resource and select the "Add automatic ID field"

B. option Extend the Profile resource and create a new key from existing elements

C. Extend the Profile resource and create a field with a unique index

D. Extend the Profile resource and select the "Generate UUID" checkbox

Correct Answer: D

QUESTION 4

What are two possible reasons for a workflow to have a "Paused" status? Choose two.

A. There is a Wait activity in the workflow and the workflow is waiting for the specified period of time before proceeding.

B. The Execution property of a task in the workflow is set to "Enable but do not execute".

C. An Email delivery activity added to the workflow has no inbound event.

D. There is a Scheduler activity in the workflow and the workflow is waiting for the scheduled time to execute.

E. The selection criteria in the workflow returned no recipients to target.

Correct Answer: BC

QUESTION 5

What are two possible ways of sharing reports? Choose two.

A. Sending reports to Campaign users as a one-time email

B. Sending Email proofs to Campaign users

C. Sending reports to Campaign users on a recurring basis

D. Sending reports to any valid email address Exporting and sharing PDF reports

Correct Answer: AC

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