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Question 1

Question Type: MultipleChoice

What is the primary benefit of utilizing a platform option?

Options:

- A- To reference and update a parameter across multiple workflow executions
- B- To automatically create an incremental counter to maintain a consistent sequence
- C- To standardize the values of a field and help with data input or use within queries
- D- To communicate with external applications

Answer:

D

Question 2

Question Type: MultipleChoice

A developer configures two split activities (Split1 and Split2). Each split has only one resulting segment. The population of the first split is the input population of the second. The segmentCode is configured on the splits as follows:

Split 1

Name: Split1

segmentCode = 'segment1' Split 2

Name: Split2

segmentCode = 'segment2'

All splits and subsequent segments result in records. The Campaign developer turns on the Concatenate the code of each segment with the code found in the input population option of the second split

What is the resulting segmentCode value?

Options:

A- segment1segment2

B- segment2

C- split1segment1split2segment2

D- @ID of the recipient record + 'Segment2'

Answer:

C

Question 3

Question Type: MultipleChoice

A Campaign developer notices that targeting approval and content approval notifications are not being sent.

What should the developer verify to resolve this situation?

Options:

- A-** The Jobs on deliveries in campaigns workflow is running.
- B-** The target of the approval message is in the recipient table.
- C-** The notification reminders are configured in the delivery approvals tab.
- D-** The approval message is using a notification typology.

Answer:

A

Explanation:

-for- not-sending-targeting-and-content-approval/qaq-p/312620/comment-id/1909

Question 4

Question Type: MultipleChoice

A Campaign developer is configuring a direct mail delivery.

The Campaign developer selects "By data groupings" when configuring the control group sampling within the delivery.

What is the reason for this configuration?

Options:

- A-** By data groupings associates the campaign with a pre-selected control group population.
- B-** The sampling will take the same number of records within each data grouping identified.
- C-** Data is sorted by the data groupings attribute before the sample is pulled from the target population.

D- The control group and the target group are extracted as separate files once the delivery executes.

Answer:

B

Question 5

Question Type: MultipleChoice

A Campaign developer configures a delivery with 100 records. After executing the delivery, the developer goes to approve the targeting. The developer sees 100 records as the target count and 90 records as the To Send count.

The Campaign developer needs a detailed listing of the individual records dropped and the reason for exclusion before approving the target.

After opening the delivery, how should the campaign developer perform this task?

Options:

A- Go to To: -> Exclusions. Select Allow Excluded Addresses.

B- Go to Delivery -> Exclusions

C- Go to Tracking

D- Go to Audit -> Causes of Exclusions

Answer:

B

Question 6

Question Type: MultipleChoice

In which activities can a Campaign developer set the segment code?

Options:

A- Read List, Update Data, Fork, Test

B- Test, Intersection, Fork, Enrichment

C- Read List, Fork, Query, List Update

D- Intersection, Query, Exclusion, Enrichment

Answer:

D

Question 7

Question Type: MultipleChoice

In a split activity, the Campaign developer defines the Segment Code for each subset and needs to use this value to select conditional content in an email delivery.

How should the Campaign developer reference the field in the delivery?

Options:

A- targetData.segmentCode

B- [targetData/@segmentCode]

C- segmentCode

D- @segmentCode

Answer:

D

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