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Question 1

Question Type: MultipleChoice

A workflow is paused and an activity is blinking with a red halo. How can a business practitioner determine what the error is for this activity?

Options:

- A- Right click the activity and click 'Display Logs'
- B- Open the activity and view errors in the Advanced tab
- C- Under Campaign Administration, click 'Error Logs'
- D- Ask a system administrator

Answer:

A

Question 2

Question Type: MultipleChoice

The Marketing team wants to receive a weekly update on the global open and clickthrough rates generated by the built-in Tracking indicators report in a PDF format.

To configure this on a recurring basis: what are the three minimum workflow activities needed? Choose the three correct answers.

Options:

- A- E3 Scheduler activity
- B- Enrichment Activity
- C- Delivery Activity
- D- Alert activity
- E- Signal activity
- F- JavaScript activity

Answer:

A, C, F

Question 3

Question Type: MultipleChoice

An insurance customer wants to send email deliveries based on the insurance policy users have bought. Email IDs related to insurance policies are stored in a custom schema.

What best practice should a business practitioner use when developing the target mapping for this scenario?

Options:

- A- Use the out-of-the-box recipient target mapping
- B- Create a custom target mapping with custom broadlog and tracking log schemas
- C- EI Modify the out-of-the-box recipient target mapping to use email id from policy
- D- Create a custom target mapping using the out of box broadlog and tracking log schemas

Answer:

B

Question 4

Question Type: MultipleChoice

A large clothing brand that has several thousand boutiques all over the US decides to create a special offer of 50% off all merchandise in their catalog. This

offer is aimed at the best clients of the brand's US stores, meaning those who have spent more than \$300 since the beginning of the year.

The business practitioner decides to use Distributed Marketing, which will allow selection of the stores' best clients (grouped by region). These selected

clients will receive the email delivery containing the special offer.

What campaign template should the business practitioner use?

Options:

- A-** Collaborative campaign (by campaign)
- B-** Collaborative campaign (by form)
- C-** Collaborative campaign (by target approval)
- D-** Collaborative campaign (simple)

Answer:

C

Question 5

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

C

Question 6

Question Type: MultipleChoice

How would you send a proof to the "Holiday Marketing Team" list for approvals?

Options:

- A-** Select the email addresses from the recipient table
- B-** You cannot send the proof to the lists
- C-** Select the list from the send a Proof menu
- D-** Enter the email addressed into the "To:" line

Answer:

A

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