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# Question 1

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**Question Type:** MultipleChoice

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A business practitioner has been deploying a campaign and running the delivery. The practitioner notices that delivery paused at the time of approval.

What is the named right required to resume the delivery?

**Options:**

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**A-** APPROVE ADMINISTRATION

**B-** APPROVE DELIVERIES

**C-** PREPARE DELIVERIES

**D-** START DELIVERIES

**Answer:**

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B

**Explanation:**

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According to the web sources<sup>123</sup>, Adobe Campaign allows you to set up and manage the approval process for campaigns and deliveries. You can define different approval statuses and reviewers for each delivery, and track the approval progress in various places. You can also use named rights to set up permissions for operators and groups of operators to perform different actions on deliveries, such as preparing, approving, starting, etc.

Based on this information, I think the named right required to resume the delivery that paused at the time of approval is B. APPROVE DELIVERIES. This right allows you to approve a delivery after it has been prepared by another operator. You can also start a delivery after approving it if you have the START DELIVERIES right.

## Question 2

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**Question Type:** MultipleChoice

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One of the IP ranges listed on the IP allowing list in the Adobe Campaign Control Panel is shown as "Expired" and will be automatically deleted after 7 days.

Which option is the business practitioner allowed to perform within this 7-day period?

**Options:**

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- A- Edit the duration of the expired IP range.
- B- Create another IP range that overlaps the expired range.
- C- Change the IP status to 'Active' in the server configuration file.

**Answer:**

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A

**Explanation:**

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Within the 7-day period, the business practitioner is allowed to edit the duration of the expired IP range. This can be done by selecting the IP range and clicking on the "Edit" button. The business practitioner can then change the duration of the IP range to a new value.

## Question 3

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**Question Type:** MultipleChoice

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A business practitioner wants to give one of the team members access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This must include read, write, and delete data.

What is the right way to give access?

**Options:**

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- A- By selecting Propagate option
- B- By selecting Access Rights explicitly
- C- By selecting System Folder
- D- By selecting the Operators to the authorization field

**Answer:**

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C

**Explanation:**

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By selecting System Folder. This is the right way to give access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This also includes read, write, and delete data permissions for these objects.

<https://experienceleague.adobe.com/docs/campaign-classic/using/getting-started/permissions/access-management.html?lang=en>

## Question 4

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**Question Type: MultipleChoice**

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An Adobe business practitioner needs to export a report on user activities with various reporting tools within Adobe Campaign. The business practitioner would like to know how many times each report has been generated and how many unique users used it.

What is the best practice to accomplish this task?

**Options:**

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- A-** Use Audit features available under Administration\Audit folder
- B-** Use logins.log file in the nlsrvr syslogd module
- C-** Use Delivery summary report available in Adobe Creative Cloud

**Answer:**

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A

**Explanation:**

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Adobe Campaign provides several reporting tools that can help analyze and represent data for different purposes. Some of these tools are:

Audit features: These features allow you to track and monitor user activities on various objects and folders in Adobe Campaign, such as deliveries, workflows, reports, etc. You can access them under Administration > Audit folder.

logins.log file: This file records all the login attempts to Adobe Campaign server, including successful and failed logins. You can access it in the nlsrvr syslogd module.

Delivery summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc. You can access it in Adobe Creative Cloud.

This would allow you to export a report on user activities with various reporting tools within Adobe Campaign. You would be able to see how many times each report has been generated and how many unique users used it.

## Question 5

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**Question Type:** MultipleChoice

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In the Tracking Indicators report, which metric identifies how many of the targeted recipients opened a delivery?

**Options:**

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**A-** Sum of opens for the population reached

- B-** Distinct opens for the population reached
- C-** Distinct clicks for the population reached
- D-** Recipient clicks for the population reached

**Answer:**

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B

**Explanation:**

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The metric that identifies how many of the targeted recipients opened a delivery in the Tracking Indicators report is Distinct opens for the population reached. Therefore, option B is the correct answer.

The other options are:

Sum of opens for the population reached: This metric identifies the total number of opens for the population reached.

Distinct clicks for the population reached: This metric identifies the total number of clicks for the population reached.

Recipient clicks for the population reached: This metric identifies the total number of clicks for the population reached, but only counts one click per recipient.

## Question 6

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**Question Type: MultipleChoice**

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Following the first deployment of the client's news bulletin, the email was sent to brand advocates who had opted in. The Marketing team wants to visualize the peak period of reactivity.

Which out-of-the-box delivery report would a business practitioner recommend?

**Options:**

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- A- Tracking Indicator report
- B- Delivery Summary report
- C- User Activities report
- D- Delivery Throughput report

**Answer:**

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A

**Explanation:**

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Tracking Indicator report. This out-of-the-box delivery report would help visualize the peak period of reactivity by showing when recipients opened and clicked on the email.

Adobe Campaign provides several out-of-the-box delivery reports that can help analyze and represent data for different purposes. Some of these reports are:

Tracking Indicator report: This report shows the main tracking indicators for a delivery, such as opens, clicks, bounces, etc.

Delivery Summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc.

User Activities report: This report shows the actions performed by users on a delivery, such as approval, modification, sending start/stop, etc.

Delivery Throughput report: This report shows the number of messages sent per hour for a delivery.

<https://experienceleague.adobe.com/docs/campaign-classic/using/reporting/reports-on-deliveries/delivery-reports.html>

## Question 7

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**Question Type: MultipleChoice**

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An Adobe Campaign business practitioner has been checking the delivery report of all the deliveries sent from Adobe Campaign one year ago from current date, but the data shown in the report is zero for all the deliveries.

What is a possible reason for this?

### Options:

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- A- Delivery log table has data storage validity of only one year
- B- Recipient table has data storage validity of only one year
- C- Tracking log table has data storage validity of only one year

### Answer:

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C

### Explanation:

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According to the web source<sup>1</sup>, Adobe Campaign has default retention periods for standard tables that store data related to deliveries and tracking. These retention periods can be modified by administrators to comply with data protection regulations or performance requirements<sup>2</sup>. The default retention periods for some of the standard tables are:

Consolidated tracking: 6 months

Delivery logs: 6 months

Tracking logs: 13 months

possible reason for the data shown in the report being zero for all the deliveries sent one year ago from current date is C. Tracking log table has data storage validity of only one year. This means that after one year, the data in this table is deleted and no longer available for reporting.

## Question 8

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**Question Type:** MultipleChoice

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A business practitioner needs to identify the total number of complaints for a given delivery by domain.

What out-of-the-box report would provide this information?

**Options:**

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- A- URLs and click streams
- B- Tracking indicators
- C- Non-deliverables and bounces
- D- Hot clicks

**Answer:**

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C

**Explanation:**

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According to the web sources<sup>123</sup>, Adobe Campaign provides several out-of-the-box reports that can help analyze and represent data for different purposes. Some of these reports are:

URLs and click streams: This report shows the number of clicks on each URL contained in a delivery, as well as the click stream for each recipient.

Tracking indicators: This report shows the main tracking indicators for a delivery, such as opens, clicks, bounces, etc.

Non-deliverables and bounces: This report shows the number and type of non-deliverables and bounces for a delivery, as well as the breakdown by domain.

Hot clicks: This report shows a graphical representation of the clicks on each link contained in a delivery.

Non-deliverables and bounces. This out-of-the-box report would provide information about the total number of complaints for a given delivery by domain.

## Question 9

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**Question Type: MultipleChoice**

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What do the percentages on the Hot Click report represent?

### Options:

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- A- The number of clicks on a link divided by the total number of clicks for the delivery
- B- The number of unique clicks divided by the total number of unique opens for the delivery
- C- The number of unique clicks on a link divided by number delivered
- D- The number of total clicks on a link divided by number delivered

### Answer:

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A

### Explanation:

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The percentages on the Hot Click report represent the number of clicks on a link divided by the total number of clicks for the delivery. Therefore, option A is the correct answer.

The number of unique clicks divided by the total number of unique opens for the delivery is the Click-Through Rate (CTR).

The number of unique clicks on a link divided by number delivered is the Click-to-Delivered Rate (CDR).

The number of total clicks on a link divided by number delivered is the Click-to-Open Rate (CTOR).

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