



Free Questions for *AD0-E327* by *dumpssheet*

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Question 1

Question Type: MultipleChoice

An insurance company wants to send an email delivery labeled "New Offers" to all the customers with Car and PackageA to inform them about new offers that they can purchase. After one week they want to send a follow-up to those that did not open the delivery.

How would the business practitioner achieve that?

Options:

A- Product (delivery/@product) = 'Car' and
Package (delivery/package) = 'PackageA' and
Label (delivery/@label) = 'New Offers' and
Type (url/type) <> 'Open'

B- Product (delivery/@product) = 'Car' and
Package (delivery/package) = 'PackageA' and
Label (delivery/@label) = 'New Offers' and
Tracking Logs (trackingLog): do not exist

C- Product (delivery/@product) = 'Car' and
Package (delivery/package) = 'PackageA' and
Label (delivery/@label) = 'New Offers' and
Tracking Logs (trackingLog): exist such as: 'Not Open'

D- Product (delivery/@product) = 'Car' and
Package (delivery/package) = 'PackageA' and
Label (delivery/@label) = 'New Offers' and
Type (url/type) = 'Not Open'

Answer:

B

Explanation:

Adobe Campaign allows you to create queries that filter recipients based on various criteria, such as their profile attributes, delivery properties and tracking logs. You can use queries to segment your audience and target specific groups of recipients for your campaigns².

To achieve the requirement of sending a follow-up email delivery to those customers who did not open the previous delivery labeled "New Offers", you need to create a query that filters recipients based on their product, package, delivery label and tracking logs. You need to use the Tracking Logs (trackingLog) dimension and check if it does not exist for each recipient. This means that there is no tracking information for opening or clicking on links in the previous delivery³.

<https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing-the-tracking-logs.html?lang=en>

Question 2

Question Type: MultipleChoice

A business practitioner is creating three different activities:

- 1) Targeting a recipient with a specific email domain
- 2) Targeting recipients that are over 30 years old
- 3) Targeting deliveries with a delivery status equal to failed

The business practitioner attempts to combine the three results using the "Union" activity, and they receive the following error: "The document types of inbound events are incompatible (step 'Union'). Unable to perform the operation."

What is the cause for the error in the union activity?

Options:

- A-** Three different activities have a different number of rows and therefore cannot be combined together
- B-** Different types of the inbound transitions; email domain and delivery status are strings and age is a numerical value
- C-** The business practitioner forgot to configure the primary Union set of data in the activity
- D-** Inbound transitions containing populations with heterogeneous targeting dimensions

Answer:

D

Explanation:

The error in the Union activity is caused by D. Inbound transitions containing populations with heterogeneous targeting dimensions¹.

The Union activity is used to combine two or more populations. The inbound transitions must contain populations with the same targeting dimensions. In this case, the three different activities have different targeting dimensions, which are email domain, age, and delivery status. Therefore, the Union activity cannot combine the three results together².

<https://experienceleague.adobe.com/docs/campaign-classic/using/automating-with-workflows/targeting-activities/union.html?lang=en>

Question 3

Question Type: MultipleChoice

An Adobe Campaign business practitioner is getting the following error in a workflow built by someone whose access for campaign instance has been revoked.

Error from workflow:(Campaign jobs(operationMgt))

BAS-010003 Unable to complete operation in current status.

WKF-560044 Error while sending notification with delivery template 'notify supervisor'

Please refer to the delivery log ID 00000 for more information (object associated with the workflow task).

After analyzing the error, the practitioner understands that the xml of the workflow below needs to be updated:

```
process forecasted="0" login="xxxxx@xxxx.com" priority="0M processState="20" startState="07
```

What change is needed to remove the error?

Options:

- A- Replace the login with an active operator 'user id + email'
- B- Replace the login with an active operator email
- C- Replace the login with an active operator 'user id + name'
- D- Replace the login with an active operator name

Answer:

A

Explanation:

Adobe Campaign allows you to create and edit workflows using a graphical interface or an XML editor. You can also view and modify the properties of a workflow, such as its name, label, description, priority and login².

The login property of a workflow indicates the operator who created or scheduled the workflow. It is used for security and notification purposes. If the operator's access for the campaign instance has been revoked, then the workflow may fail or generate errors³.

To remove the error in your workflow, you need to replace the login property with an active operator's user ID and email address. The user ID and email address are separated by a colon (:) in the XML code. For example: `login="1234:john.doe@example.com"`.

Question 4

Question Type: MultipleChoice

A business team is sending out a promotional email and would like to automatically send a follow-up email two hours later to the recipients who did not open the initial email.

What are the workflow activities needed to do this?

Options:

A- Query, EmailM. Wait, Fork, Email2, End

B- Query, Email!, Wait, Enrichment, Email2, End

C- Query, Email!. Wait, Update Date, Email2, End

D- Query, Email!, Wait, Segmentation, Email2, End

Answer:

B

Explanation:

To send a follow-up email two hours later to the recipients who did not open the initial email, the workflow activities needed are:

Query: Create a query to identify the recipients who did not open the initial email.

Email!: Create an email delivery activity to send the initial email.

Wait: Add a wait activity to wait for two hours.

Enrichment: Add an enrichment activity to update the delivery logs with the delivery status.

Email2: Create a second email delivery activity to send the follow-up email.

End: Add an end activity to end the workflow.

<https://www.indeed.com/career-advice/interviewing/email-follow-ups>

Question 5

Question Type: MultipleChoice

The data analytics team confirms that a CSV file of high-intent customers has been extracted from the Enterprise Data Warehouse and placed on the Adobe SFTP server ready for use in a trial campaign. The workflow consists of a file collector, data loading activity, and an enrichment to reconcile customers using recipient IDs. A business practitioner runs the workflow and an error occurs during the enrichment activity.

What could be causing the error?

Options:

- A- The sequence of activities is incorrect and requires attention
- B- The Data loading activity has not been configured to format the recipient ID field in the file
- C- The Data loading activity has not been configured with a representative sample file
- D- The Recipient IDs in the file do not exist in the target schema

Answer:

D

Explanation:

Adobe Campaign allows you to create and execute workflows that automate your marketing processes and data flows. You can use various activities in your workflows, such as file collector, data loading and enrichment².

The enrichment activity can be used to configure data reconciliation between the data in the Adobe Campaign database and the data in a work table. You need to define the link between the two data sources using a common field, such as recipient ID².

One possible reason for an error during the enrichment activity is that the recipient IDs in the file do not exist in the target schema. This means that there is no matching record for each recipient ID in the file in the Adobe Campaign database. This could cause a reconciliation failure or an empty result set.

<https://experienceleague.adobe.com/docs/campaign-classic/using/automating-with-workflows/targeting-activities/enrichment.html?lang=en>

Question 6

Question Type: MultipleChoice

During the discovery phase, a business practitioner received a request to add secondary email addresses for recipients.

What should the business practitioner do to deliver notifications to the new addresses?

Options:

- A- Use a custom target mapping
- B- Create a new delivery template
- C- Edit the 'To' field in the delivery object
- D- Use the out-of-the-box target recipient target mapping

Answer:

A

Explanation:

To deliver notifications to the new email addresses, the business practitioner should use a custom target mapping¹.

A custom target mapping is used to map the fields in the delivery object to the fields in the target database¹.

<https://sendpulse.com/support/glossary/email-notification>

Question 7

Question Type: MultipleChoice

A customer has a requirement to build a web form, which can be translated to multiple languages depending on the different regions.

What kind of configuration is required to achieve the requirement in web form?

Options:

- A- Create multiple contents with different languages
- B- Set the option Translate to Yes in Localization
- C- Apply javascript code to change the language

Answer:

B

Explanation:

Adobe Campaign allows you to create and customize web forms that can be integrated into your website or landing page. You can also translate your web forms into multiple languages depending on the different regions.

To achieve the requirement of building a web form that can be translated to multiple languages, you need to set the option `TranslateToYesInLocalizationTab` of your web form properties. This will enable you to select the design and display languages for your web form. You can also use the system dictionary to translate system strings such as labels and buttons.

Question 8

Question Type: MultipleChoice

A customer needs to create a web form, which collects and stores anonymous users' email, First name, Last name, and color preferences, to an Adobe Campaign Classic database.

What kind of structure should be used to save data coming from the web form?

Options:

- A- Custom data schema linked to Recipient
- B- Custom data schema not linked to Recipient
- C- Custom attributes in Recipient data schema
- D- Default attributes in Recipient data schema

Answer:

A

Explanation:

You can use a custom data schema linked to Recipient when you want to store data in a separate table and link it to the recipient table1.

Question 9

Question Type: MultipleChoice

A business practitioner is creating a workflow with a querying population of 100 records. At the end of the workflow, the email delivery has a success status of 98. When the business practitioner checks the delivery logs, there are 110 successfully delivered emails.

What is a reason for 110 successfully delivered emails?

Options:

A- The typology rules have not been applied correctly, therefore more people are contacted

- B-** The delivery contacted the querying population of the delivery more than once
- C-** The delivery logs are counting the email deliveries plus the proof deliveries
- D-** The delivery logs are counting the email deliveries plus the seed addresses

Answer:

D

Explanation:

Adobe Campaign allows you to access and analyze the tracking logs of your deliveries. These logs contain information about the status, date, time, recipient and channel of each message sent². You can also use reports and alerts to monitor your delivery performance and issues³.

One reason for 110 successfully delivered emails when the querying population is 100 records is that the delivery logs are counting the email deliveries plus the seed addresses. Seed addresses are additional email addresses that you can add to your delivery target for testing purposes. They are not part of your querying population but they are included in your delivery logs.

Question 10

Question Type: MultipleChoice

A business practitioner needs to configure a monthly email newsletter so that subscribers that are considered minors never receive them.

Which type of typology rule should be used to accomplish this task?

Options:

- A- Filtering
- B- Capacity
- C- Pressure
- D- Control

Answer:

A

Explanation:

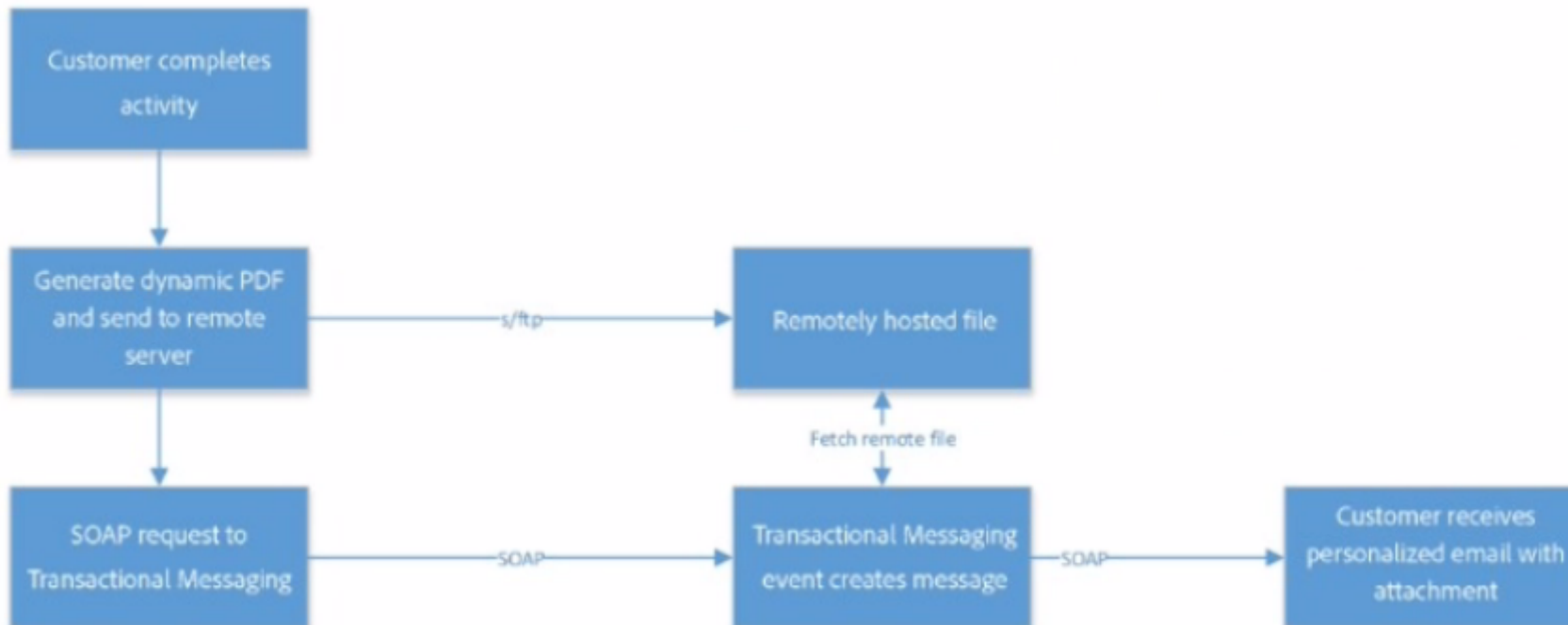
typology rules are business rules that allow you to perform checks and filtering on your message before sending it. You can design and apply four types of typology rules: Filtering, Capacity, Pressure and Control².

To configure a monthly email newsletter so that subscribers that are considered minors never receive them, you need to use a Filtering rule. This type of rule allows you to exclude one part of the message target according to criteria defined in a query, such as age or date of birth². You can also use predefined filtering rules or create your own custom ones.

Question 11

Question Type: MultipleChoice

A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.



What should the business practitioner do to configure an email attachment on the fly to a transactional message?

Options:

- A- Define SOAP attachment parameters (<%= rtEvent.ctx.attachmentUrl %>) within the content of the delivery
- B- In the attachment definition screen, enter the attachment URL
- C- Use Java Script activity to attach the document
- D- In the advanced screen, enter the SOAP attachment parameter

Answer:

A

Explanation:

Adobe Campaign allows you to send transactional emails with individual and/or personalized attachments using SOAP APIs. You can also create calculated attachments that can depend on the recipient and be converted to PDF.

To configure an email attachment on the fly to a transactional message, you need to define SOAP attachment parameters within the content of the delivery. These parameters are used to specify the URL, name, type and encoding of the attachment. For example, you can use <%= rtEvent.ctx.attachmentUrl %> to refer to the attachment URL.

<https://experienceleague.adobe.com/docs/campaign-classic/using/transactional-messaging/transactional-email-with-attachments.html?lang=en>

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