



Adobe AD0-E327 Practice Questions

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Question 1

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 2

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>

To deliver notifications to secondary email addresses for recipients, a business practitioner needs to adjust the targeting configuration to include these additional contact points. By using a custom target mapping, the practitioner can define a schema that includes the secondary email addresses and instructs the campaign to use this data when sending communications. Custom target mappings allow the practitioner to define additional fields beyond the default schema, enabling the delivery of messages to alternative email addresses associated with the recipients. Reference: The answer is based on the functionality of target mappings in Adobe Campaign Classic, which allow for the customization of recipient targeting for campaign deliveries.

Question 3

Question Type: MultipleChoice

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:

- A- Use Audit features available under Administration\Audit folder

- B- Use logins.log file in the nlserver syslogd module
- C- Use Delivery summary report available in Adobe Creative Cloud

Answer:

A

Explanation:

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 nlserver syslogd module.

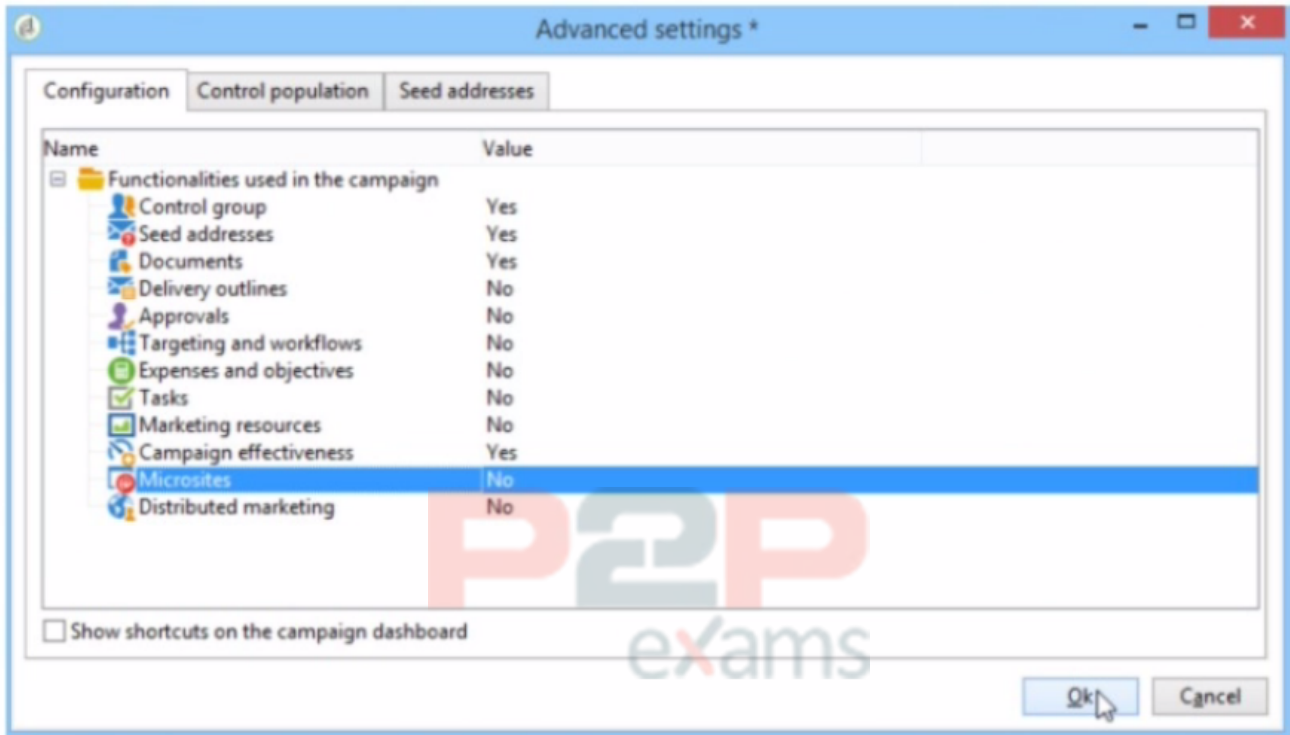
Delivery summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc. You can access it in Adobe Creative Cloud.

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 4

Question Type: MultipleChoice

A business practitioner created a budget campaign template to control scheduled invoiced marketing. After creating the campaign template and defining the job parameters (as shown below), the business practitioner was unable to see the link to configure budget details.



What should they configure to enable budget detail properties?

Options:

- A- Activate Marketing Resources
- B- Activate Targeting and Workflows
- C- Activate Expenses and Objectives
- D- Activate Distributed Marketing

Answer:

C

Explanation:

According to the Adobe Campaign Classic Business Practitioner Exam Guide¹, one of the tasks that you should be able to perform as an Adobe Campaign Business Practitioner is to control costs.

Adobe Campaign lets you control scheduled, committed and invoiced marketing costs and to break them down by category using the Marketing Resource Management module¹. This module allows you to define budgets for your campaigns and programs, as well as providers and stocks.

To enable budget detail properties for a campaign template, you need to activate the Expenses and Objectives option in Advanced campaign settings¹. This option will display a Budget tab in the campaign template where you can configure budget details such as cost entries, providers, stocks, etc.

<https://experienceleague.adobe.com/docs/campaign-classic/using/mrm/controlling-costs.html?lang=en>

In the context of Adobe Campaign Classic, budget details for a campaign are typically managed through the 'Expenses and Objectives' functionality. This feature allows business practitioners to set and track the budget and cost-related details for their marketing campaigns. When this option is activated in the campaign template's advanced settings, it enables the functionality to enter and manage financial details such as budgeted amounts, actual costs, and associated financial objectives. Therefore, to enable budget detail properties in a budget campaign template, the business practitioner should select the 'Expenses and Objectives' option and set its value to 'Yes' in the 'Advanced settings' tab under the 'Configuration' section as shown in the interface provided.



Question 5

Question Type: MultipleChoice

An Adobe Campaign business practitioner has been asked to make a report of "Breakdown of opens" of the Campaign run for the year 2022.

Which data schema of the Adobe Campaign database saves required data so that the report can be formed without any missing records?

Options:

- A- recipient schema
- B- tracking_log schema
- C- broad_log schema

Answer:

B

Explanation:

This data schema saves required data so that the report of "Breakdown of opens" of the Campaign run for the year 2022 can be formed without any missing records.

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

The tracking_log schema in Adobe Campaign is designed to store detailed tracking information, such as opens, clicks, and bounces, for each delivery. To report on the 'Breakdown of opens' for

a campaign run in the year 2022, this schema would provide the necessary data, including timestamps, recipient identifiers, and the delivery associated with each open. This enables the creation of comprehensive reports on engagement metrics like email opens without any missing records. Reference: The tracking_log schema is part of the Adobe Campaign Classic database architecture, which records detailed interaction data for reporting and analysis purposes.

Question 6

Question Type: MultipleChoice

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:

- 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:

B

Explanation:

To give a team member comprehensive access to all pre-defined filters, dashboards, and web applications, including permissions to read, write, and delete data, the business practitioner would need to grant access rights explicitly. This means setting the permissions directly on the user's profile or group to which the user belongs, ensuring they have the necessary rights across all relevant objects, irrespective of the user's rights to specific folders. Reference: In Adobe Campaign, user rights and permissions are managed through explicit settings in the user profiles or groups, ensuring controlled access to various platform features.

Question 7

Question Type: MultipleChoice

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:

- 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:

C

Explanation:

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 requirements². 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

Question Type: MultipleChoice

In Adobe Campaign, delivery logs are stored in the out-of-the-box schema "Recipient delivery logs(nms:broadLogRcp)".

How is "Recipient delivery logs(nms:broadLogRcp)" linked to "Recipient(nms:recipient)" and "Delivery(nms:delivery)"?

Options:

- A- 'Recipient delivery logs(nms:broadl_ogRcp)' is linked to 'Dehvery(nms:delivery)' but not linked to 'Recipient(nms:recipient)H
- B- 'Recipient delivery logs(nms:broadl_ogRcp)' is neither linked to 'Recipient(nms:recipient)' nor to 'Delivery(nms:delivery)'
- C- 'Recipient delivery logs(nms:broadl_ogRcp)' is linked to 'Recipient(nms:recipient)' but not linked to 'Delivery(nms:delivery)n
- D- 'Recipient delivery logs(nms:broadl_ogRcp)' is linked to both 'Recipient(nms:recipient)' and 'Delivery(nms:delivery)'

Answer:

D

Explanation:

In Adobe Campaign, "Recipient delivery logs(nms:broadLogRcp)" is linked to both "Recipient(nms:recipient)" and "Delivery(nms:delivery)"D.

The "Recipient delivery logs(nms:broadLogRcp)" schema contains information about the delivery logs for each recipient. It is linked to the "Recipient(nms:recipient)" schema, which contains information about each recipient, and the "Delivery(nms:delivery)" schema, which contains information about each delivery.

In Adobe Campaign, the 'Recipient delivery logs' schema is designed to log each delivery action for each recipient, thus it logically must be linked to both the 'Recipient' and 'Delivery' schemas. The 'Recipient delivery logs' schema typically contains foreign keys that reference the primary keys of both the 'Recipient' schema (to identify the recipient of a delivery) and the 'Delivery' schema (to identify the specific delivery sent). Reference: This answer is informed by the relational database structure and design of Adobe Campaign, which often uses linking tables like 'Recipient delivery logs' to establish many-to-one relationships between data entities.

Question 9

Question Type: MultipleChoice

A business practitioner is preparing a presentation and needs to list and report the email errors. Which contains the possible delivery bounce types?

Options:

- A- Hard, Soft, Unreachable
- B- Hard, Soft, Ignored
- C- Hard, Medium, Soft, Unreachable
- D- High, Medium, Light

Answer:

A

Explanation:

In the context of email delivery errors, 'Hard' bounces refer to permanent delivery failures (such as an invalid email address), 'Soft' bounces are temporary delivery issues (such as a full inbox), and 'Unreachable' typically means that the email server could not be reached or is not responding. These terms categorize delivery errors based on their nature and help in analyzing the deliverability issues of an email campaign. Reference: The categorization of bounce types into Hard, Soft, and Unreachable is standard terminology in email marketing for classifying delivery errors.



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