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Question 1

An Adobe Campaign business practitioner needs to access a specific set of data including quarantined addresses, untargeted recipients, a specific age range, etc. on a regular basis. Data can change but conditions will remain the same.

How should the practitioner approach this to minimize the coding effort every time a similar request is made?

Options:

A- Create a Predefined Filter

B- Create a Temporary Schema

C- Save data in a List

Answer:

A

Explanation:

To minimize the coding effort every time a similar request is made, the business practitioner shouldA. Create a Predefined Filter.

A Predefined Filter is a saved query that can be used to retrieve a specific set of data on a regular basis. The Predefined Filter can be created with the specific conditions that the business practitioner needs to access, such as quarantined addresses, untargeted recipients, a specific age range, etc. The Predefined Filter can be saved and reused every time a similar request is made, minimizing the coding effort.

Question 2

When creating a new workflow, the operator wants to display the result of activities on their outbound transitions, followed by the label of the result as defined in the activity properties.

Which is the correct method to enable this?

Options:

A- The Display progress information option

B- Examining Task notifications in the tracking tab

C- Viewing the workflow logs, once it has completed

Answer:

A

Explanation:

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns.You can also monitor and troubleshoot workflows using different methods1.

To display the result of activities on their outbound transitions, followed by the label of the result as defined in the activity properties, you need to usethe Display progress information option.This option is available in the workflow properties (General tab) and it enables you to view additional information on each transition such as number of records processed, label of result, etc2.

Question 3

During a data investigation, a business practitioner modifies workflow properties to keep the results of interim populations between two executions.

What are two purposes of this step? (Choose two.)

Options:

A- To configure the schema of the data that is passed between two activities in the workflow

B- To modify the data that is being passed between two activities in the workflow

C- To export data that is being passed between two activities in the workflow

D- To save data created with each run of the workflow to a list

E- To analyze data that is being passed between two activities in the workflow

Answer:

D, E

Explanation:

The two purposes of modifying workflow properties to keep the results of interim populations between two executions areD. To save data created with each run of the workflow to a list andE. To analyze data that is being passed between two activities in the workflow.

Saving data created with each run of the workflow to a list allows the business practitioner to keep track of the data generated by the workflow. This can be useful for analyzing the data and for troubleshooting any issues that may arise. Analyzing data that is being passed between two activities in the workflow can help the business practitioner to identify any issues with the workflow and to optimize the workflow for better performance.

Question 4

A client has requested that a business practitioner build a workflow to send an email every day at 5:00 pm to everyone who made a purchase in the previous 24 hours.

Which workflow activities are necessary to meet this requirement?

Options:

A- Query activity, Cell activity. Delivery activity

B- Scheduler activity. Delivery activity

C- Incremental Query activity, Delivery activity

D- Query activity, Intersection activity Delivery activity

Answer:

B

Explanation:

To meet this requirement, the necessary workflow activities areB. Scheduler activity, Delivery activity.

The Scheduler activity is used to schedule the workflow to run at a specific time. In this case, the workflow should be scheduled to run every day at 5:00 pm. The Delivery activity is used to send an email to everyone who made a purchase in the previous 24 hours.

Question 5

A Campaign business practitioner creates populations in four queries: A, B, C, and D. Campaign requirements state that the final targeting population can include population A or C. Anyone in both population B and D must be excluded from the final targeting population.

How should the practitioner configure the workflow?

Options:
A- Union A and C

Intersect B and D

Exclude results of Intersection BD from Union AC

B- Union A and C

Union B and D

Intersect results of AC with union results BD

Use the intersection's complement as targeting population

C- Union A and C

Union B and D

Exclude results of union BD from results of union AC

D- Union A and C

Intersect B and D

Exclude results of intersection BD from union AC

Use the exclusion's complement as targeting population

Answer:

A

Explanation:

the best way to configure the workflow is to use set operations such as union, intersection and exclusion. You can use these operations to combine or separate populations based on different criteria.

To achieve the campaign requirements, you need to follow these steps:

Union A and C. This operation will create a population that includes anyone in population A or C or both.
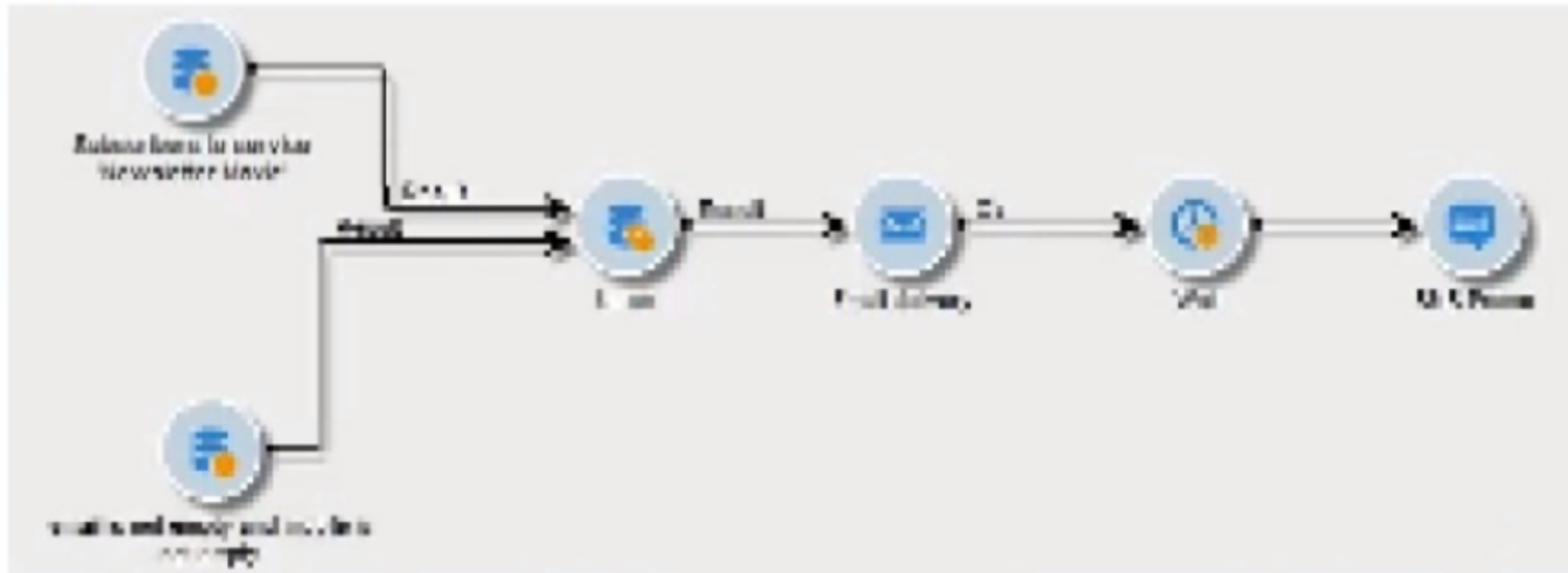
Intersect B and D. This operation will create a population that includes only those who are in both population B and D.

Exclude results of intersection BD from union AC. This operation will create a population that includes anyone in union AC except those who are also in intersection BD.

Question 6

Question Type: MultipleChoice

A business practitioner wants to create a cross delivery workflow in a campaign so that customers who are subscribed to a newsletter would receive a promo in an email, then in an SMS.

What should the business practitioner do to ensure that this workflow is cross delivery?

Options:

A- Check 'Generate an outbound transition' in the workflow execution settings of the mobile delivery

B- Check 'Generate inbound/outbound transitions' in the workflow execution settings of both email and mobile deliveries

C- Check 'Generate an outbound transition' in the workflow execution settings of the email delivery

Answer:

B

Explanation:

Check "Generate inbound/outbound transitions" in the workflow execution settings of both email and mobile deliveries.

The workflow execution settings of the email and mobile deliveries should be configured to generate inbound/outbound transitions. This will ensure that the workflow is cross delivery and that customers who are subscribed to a newsletter will receive a promo in an email and then in an SMS.

Question 7

During development or testing, what are two ways a business practitioner can avoid leaving a workflow in a paused state? (Choose two.)

Options:

A- Right click on the workflow palette and choose 'Purge History'

B- Add a Stop activity to the final transition of a workflow

C- Under Admin/Workflows, select 'stop all workflows'

D- Click on the Stop icon on the workflow task bar

E- Add an End activity to the final transition of a workflow

Answer:

B, D

Explanation:

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns.You can also stop, pause, resume or cancel workflows using different methods2.

To avoid leaving a workflow in a paused state during development or testing, you need to ensure that the workflow has a clear ending point and that it does not wait for any external events or conditions. You can use one of these two ways:

Add an End activity to the final transition of a workflow.This activity marks where your workflow ends and releases all the resources used by the workflow3.

Click on the Stop icon on the workflow task bar. This action stops the execution of the workflow immediately and displays a confirmation message.

Question 8

A business practitioner needs to perform an A/B test, sending test variant A to 10% and test variant B to 10%, after a period of 2 hours. The campaign workflow should automatically assess the higher-performing delivery based on the best open and clickthrough ratio and deploy the winning variant to the remaining 80% of the target recipient population.

What is the most appropriate delivery indicator to use to ensure the winning delivery is selected?

Options:

A- indicators/@recipientClickRatio

B- indicators/@amount

C- indicators/@estimatedRecipientOpenRatio

D- indicators/(reactivity

Answer:

C

Explanation:

The most appropriate delivery indicator to use to ensure the winning delivery is selected isC.indicators/@estimatedRecipientOpenRatio1.

The campaign workflow should automatically assess the higher-performing delivery based on the best open and clickthrough ratio and deploy the winning variant to the remaining 80% of the target recipient population. The most appropriate delivery indicator to use to ensure the winning delivery is selected is the estimated recipient open ratio. This is because the open ratio is a measure of the number of recipients who opened the email divided by the number of emails delivered.The higher the open ratio, the more effective the email campaign2.

https://getcircuit.com/teams/blog/delivery-performance-kpi