Question 1

What is the benefit of using the direct mail delivery step instead of a data extraction step?

Options:

A- The delivery step allows for personalization

B- The delivery step logs data to contact history

C- The delivery step sends the file to the configured vendor.

D- The delivery step allows for a preview of the direct mail piece.

Answer:

C

Question 2

What is the required to create a predefined filter?

Options:

A- Input form

B- Rights on a folder of type filter

C- Navigation hierarchy

D- Validity period

Answer:

B

Question 3

Question Type: MultipleChoice

What are the three possible consequences of choosing and deploying an incorrect campaign template?

(Choose three.)

Options:

A- The campaign template workflow could query incorrect individuals

B- The campaign template workflow could send out the wrong type of delivery

C- The campaign template could cause problems with reporting

D- The campaign template could send to individual without a delivery selected

Answer:

A, B, D

Question 4

Question Type: **MultipleChoice**

Campaign requirements state that a random selection of 20% of recipients be withheld from the targeting

population to receive a different creative treatment in another campaign. How should the business practitioner

configure the workflow?

Options:

A- Use the workflow properties to configure the random sample and it will be posted to the folder

B- Use a query activity to select the random selection and a list update activity to house the sample

C- Use a split activity to select the random sample and a list update activity to house the sample

D- Use a delivery activity to select the random sample and it will be posted the delivery logs

Answer:

B

Question 5

Question Type: MultipleChoice

A campaign business practitioner is monitoring a delivery during its analysis. The campaign business

practitioner notes that the audit has indicated two items with a warning. What happen with the delivery

because of the warning?

Options:

A- The delivery generates an error and does NOT deploy

B- The delivery generates an error and at the end of the analysis but deploys the email

C- The delivery deploys the email

D- The delivery generates an error but does NOT deploy

Answer:

C

Question 6

Explain why changes to deliveries need to be made in the template and NOT the delivery activity?

Options:

A- The next time the delivery template is pulled into the campaign, it will throw an error message

B- The next time the delivery template is pulled into the campaign, it will NOT reflect the most recent changes made

C- The next time the delivery template is pulled into the campaign, it will prompt for the confirmation of the

HTML

D- The next time the delivery template is pulled into the campaign, it will prompt for the confirmation of changes

Answer:

B

Question 7

Workflow instructions are identical to a previous workflow except the dates. What course of action should a

Campaign Business Practitioner take?

Options:

A- Use a copy of the previous workflow in a campaign and change the values

B- Create a new workflow from scratch in a new campaign

C- Run the previous workflow from the previous campaign and change the date

D- Contact the request to confirm the information in accurate.

Answer:

D

Question 8

What is the purpose of configuring a campaign with start and end date?

Options:

A- To ensure that the campaign works only between those dates

B- These dates are used for tracking purpose only

C- To sequence campaign delivery

D- To ensure that dates show on campaign calendar

Answer:

C