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# Question 1

Question Type: MultipleChoice

A campaign is sent past the end date. What is the result?

### **Options:**

- A- The campaign does not execute past the end date
- B- The campaign sends as usual
- C- The campaign prompts for an update end date.
- D- The campaign continues to send with outdated datA.

### Answer:

C

# Question 2

Question Type: MultipleChoice

A workflow log indicates an incompatible document type error on a union activity. How should a campaign

business practitioner verify the union activity inputs are based on?

## Options:

- A- The union activity's inputs are based on the same target mapping
- B- The union activity's inputs are based on the same filtering dimension
- C- The union activity's inputs are based on the same targeting dimension
- D- The union activity's inputs are based on the same global dictionary

### Answer:

C

## Question 3

Question Type: MultipleChoice

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

### Options:

- A- To show a preview of the delivery before sending
- B- To show the analysis performed on a delivery prior to sending
- C- To show the approvals given for delivery
- D- To show a breakdown of exclusions for the delivery

### Answer:

B, C, 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:

R

# Question 5

Question Type: MultipleChoice

A campaign Business Practitioner is provided a text file of mobile phone types and their associated recipient

email addresses. How should the campaign Business Practitioner build the workflow to begin to use the mobile

phone type attribute in a targeting workflow?

### **Options:**

A- An update data activity to import the txt file into workflow and a query activity to select all mobile phone

types

B- A query activity to import the text file and an intersection activity to find matches between recipients and the

text file

C- A data loading activity to import the text file into the workflows and enrichment activity to link recipient email

address to email address in the text file

D- A read list activity to import the text file into the workflow and a split activity to segment the mobile phone

type

#### Answer:

Δ

# Question 6

Question Type: MultipleChoice

A workflow is paused and an activity is blinking with a red halo. How can a business practitioner determine what the error is for this activity?

## Options:

- A- Right click the activity and click 'Display Logs'
- B- Open the activity and view errors in the Advanced tab
- C- Under Campaign Administration, click 'Error Logs'
- D- Ask a system administrator

### Answer:

Α

# Question 7

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 8

Question Type: MultipleChoice

During an investigation, a business practitioner modifies workflows properties to keep the results of interim

populations between two executions. What is the purpose of this step? (Choose two.)

### **Options:**

- A- To export data that is passed between two activities in the workflow
- B- To configure the schema of the data that is passed between two activities in the workflow
- C- To modify the data that is being passed between two activities in the workflow
- D- To add filtering criteria to data that is being passed between two activities in the workflow

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

## Answer:

D, E

# Explanation:

WKF\_General\_operation\_Executing\_a\_workflow.html





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