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Question 1

Question Type: MultipleChoice

The sent count is less than the upstream population. What are two reasons for this result? (Choose two.)

Options:

- A- The upstream population did NOT include seeds.
- B- Some pressure typologies were applied.
- C- Some recipients were quarantined.
- D- The upstream population was too large.

Answer:

B, D

Question 2

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- D- The campaign continues to send with outdated data.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 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

How should a campaign business practitioner test that dynamic content in delivery displays properly?

Options:

- A- Configure the delivery to enable a content control group

- B-** Configure the delivery to enable content approval
- C-** Configure the delivery content to include seeds
- D-** Configure the delivery to send a proof of each content version

Answer:

D

Question 5

Question Type: MultipleChoice

Why should a campaign business practitioner add a compliment to a split?

Options:

- A-** To analyze the order of the split selection
- B-** To analyze records remaining from the split
- C-** To analyze rejected records
- D-** To analyze content selected in the split

Answer:

B

Question 6

Question Type: MultipleChoice

What are the three reasons why a campaign manager would reference a deliver audit. (Choose three.)

Options:

- A-** The manager could find out if the delivery is blocked on a particular operating system
- B-** The manager could see if typology rules were applied
- C-** The manager could find out how many recipients were excluded
- D-** The manager could see how long the delivery is taking to process

Answer:

A, C, D

Explanation:

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

Question 7

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

Question 8

Question Type: MultipleChoice

When utilizing the updated list process, a campaign business practitioner must make sure to append additional records to a list if it exists. How can a campaign business practitioner do that?

Options:

- A-** Only create new lists and avoid updating an existing list
- B-** Uncheck the option to purge the list if it exists

C- Specify the name explicitly in the options

D- Store the list on an external database

Answer:

A

Question 9

Question Type: MultipleChoice

The number of records out of union is less than intended. Which conclusion should be made?

Options:

A- The target is dropping inactive records.

B- The target schemas are NOT the same.

C- The target is dropping exclusions.

D- The target populations are NOT mutually exclusive.

Answer:

D

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