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Question 1

Question Type: MultipleChoice

What is the result when a use tries to create two lists with the same label?

Options:

- A- The system renames the new list automatically
- B- The system allows the existing list with the new list data
- C- The system allows the new list to be created as
- D- The system notifies the user to change the name of the new list

Answer:

D

Question 2

Question Type: MultipleChoice

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 3

Question Type: MultipleChoice

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 4

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 5

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 6

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

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