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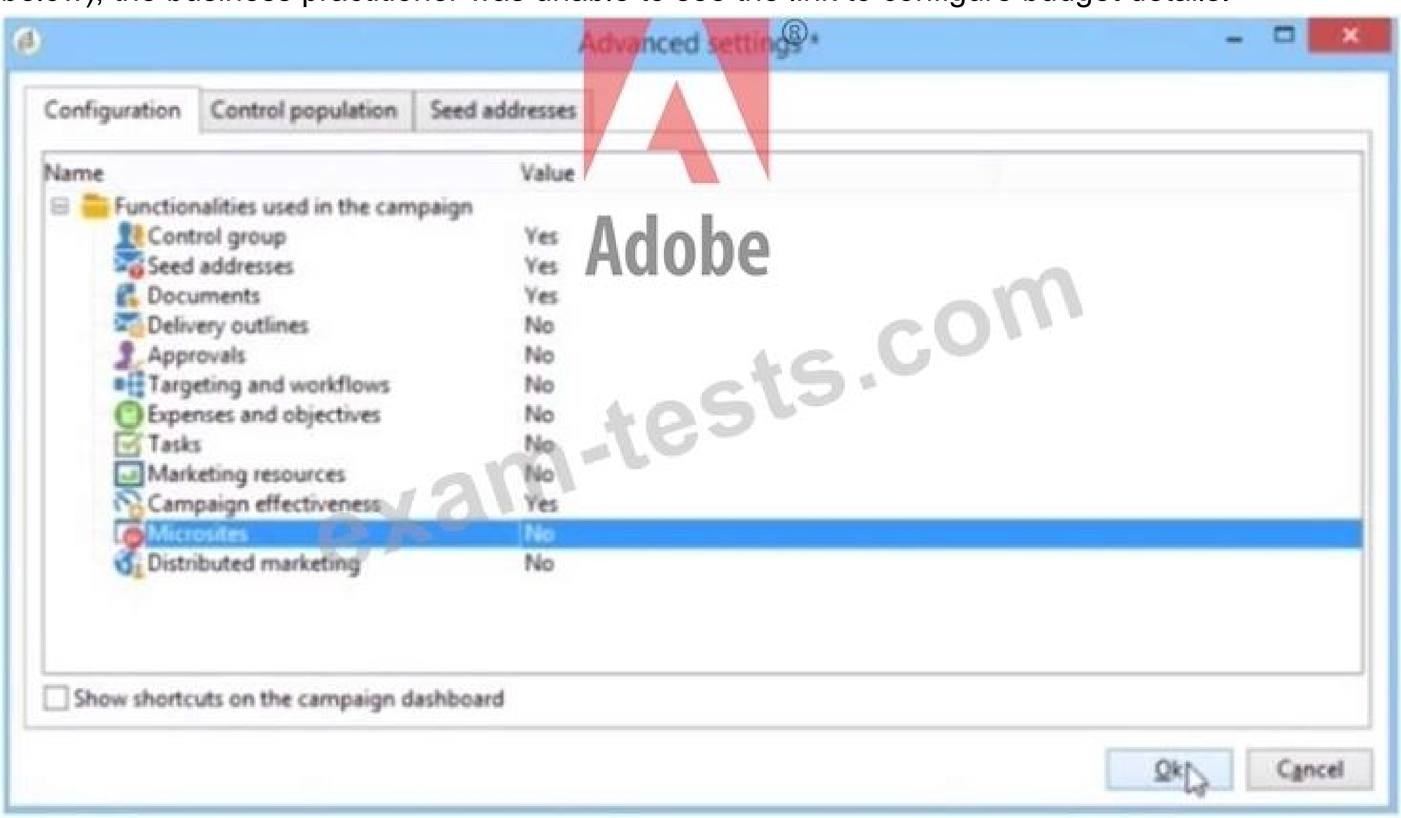
NEW QUESTION: 1

A business practitioner created a budget campaign template to control scheduled invoiced marketing. After creating the campaign template and defining the job parameters (as shown below), the business practitioner was unable to see the link to configure budget details.



What should they configure to enable budget detail properties?

A. Activate Marketing Resources

B. Activate Targeting and Workflows

C. Activate Expenses and Objectives

D. Activate Distributed Marketing

Answer: C (LEAVE A REPLY)

Explanation
According to the Adobe Campaign Classic Business Practitioner Exam Guide1, one of the tasks that you should be able to perform as an Adobe Campaign Business Practitioner is to control costs.
Adobe Campaign lets you control scheduled, committed and invoiced marketing costs and to break them down by category using the Marketing Resource Management module1. This module allows you to define budgets for your campaigns and programs, as well as providers and stocks.
To enable budget detail properties for a campaign template, you need to activate the Expenses and Objectives option in Advanced campaign settings1. This option will display a Budget tab in the campaign template where you can configure budget details such as cost entries, providers, stocks, etc.
https://experienceleague.adobe.com/docs/campaign-classic/using/mrm/controlling-costs.html?lang=en

NEW QUESTION: 2
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?
A. indicators/@recipientClickRatio
B. indicators/@amount
C. indicators/@estimatedRecipientOpenRatio
D. indicators/(reactivity
Answer: C ([LEAVE A REPLY])
Explanation
The most appropriate delivery indicator to use to ensure the winning delivery is selected is C. 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 theemail 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

NEW QUESTION: 3
Following the first deployment of the client's news bulletin, the email was sent to brand advocates who had opted in. The Marketing team wants to visualize the peak period of reactivity.
Which out-of-the-box delivery report would a business practitioner recommend?

A. Tracking Indicator report
B. Delivery Summary report
C. User Activities report
D. Delivery Throughput report
Answer: (SHOW ANSWER)
Explanation
Tracking Indicator report. This out-of-the-box delivery report would help visualize the peak period of reactivity by showing when recipients opened and clicked on the email.
Adobe Campaign provides several out-of-the-box delivery reports that can help analyze and represent data for different purposes. Some of these reports are:
* Tracking Indicator report: This report shows the main tracking indicators for a delivery, such as opens, clicks, bounces, etc.
* Delivery Summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc.
* User Activities report: This report shows the actions performed by users on a delivery, such as approval, modification, sending start/stop, etc.
* Delivery Throughput report: This report shows the number of messages sent per hour for a delivery.
https://experienceleague.adobe.com/docs/campaign-classic/using/reporting/reports-on-deliveries/delivery-reports

NEW QUESTION: 4
A company's data includes recipients and transactions for recipients with a one(recipient) to many(transactions) relationship.
What is the most efficient configuration of a workflow Query activity to select all transactions in a particular time period?
A. Select "Transactions" as the targeting dimension, and edit the filtering conditions to the specific Transaction dates
B. Use the default Targeting and Filtering conditions of a Query, then edit the filtering conditions to select transactions for the specific Transaction dates
C. Use an Incremental query and set the Scheduler to select transactions on a certain date and time
D. Create a list and reference the list in the Query activity
Answer: (SHOW ANSWER)
Explanation
a query activity allows you to filter and extract a population of elements from the Adobe Campaign database2
. You can select a targeting dimension and define filter conditions to specify your query criteria12.
An incremental query lets you periodically select a target based on a criterion, while excluding the people already targeted for this criterion4. The population already targeted is stored in the memory by workflow instance and by activity4.

A list is a set of recipients that can be used as an input for other activities such as deliveries or queries3. You can create a list manually or use an existing one.

NEW QUESTION: 5

What are two reasons why a campaign manager would review a delivery audit? (Choose two.)

A. To find out how many recipients were excluded

B. To see if typology rules were applied

C. To see the total number of opens

D. To see the total number of clicks

E. To find out if the delivery is blocked on a particular operating system

Answer: A,B (LEAVE A REPLY)

Explanation

According to Adobe Campaign Classic Business Practitioner objectives, a campaign manager would review a delivery audit for the following reasons:

* To find out how many recipients were excluded, which is one of the typology rules1.
* To see if typology rules were applied, which is another reason1.

Therefore, options A and B are the correct answers.

The delivery audit report provides detailed information about the delivery, including the total number of opens and clicks2. However, it does not provide information about the total number of opens and clicks for a specific recipient.

A campaign manager would not review a delivery audit to find out if the delivery is blocked on a particular operating system3.

NEW QUESTION: 6

One of the IP ranges listed on the IP allowing list in the Adobe Campaign Control Panel is shown as "Expired" and will be automatically deleted after 7 days.

Which option is the business practitioner allowed to perform within this 7-day period?

A. Change the IP status to "Active" in the server configuration file.

B. Create another IP range that overlaps the expired range.

C. Edit the duration of the expired IP range.

Answer: C (LEAVE A REPLY)

Explanation

Within the 7-day period, the business practitioner is allowed to edit the duration of the expired IP range. This can be done by selecting the IP range and clicking on the "Edit" button. The business practitioner can then change the duration of the IP range to a new value.

NEW QUESTION: 7

An Adobe business practitioner needs to export a report on user activities with various reporting tools within Adobe Campaign. The business practitioner would like to know how many times each report has been generated and how many unique users used it.

What is the best practice to accomplish this task?

A. Use Audit features available under Administratlon\Audit folder
B. Use logins.log file in the nlserver syslogd module
C. Use Delivery summary report available in Adobe Creative Cloud
Answer: A (LEAVE A REPLY)
Explanation
Adobe Campaign provides several reporting tools that can help analyze and represent data for different purposes. Some of these tools are:
* Audit features: These features allow you to track and monitor user activities on various objects and folders in Adobe Campaign, such as deliveries, workflows, reports, etc. You can access them under Administration > Audit folder.
* logins.log file: This file records all the login attempts to Adobe Campaign server, including successful and failed logins. You can access it in the nlserver syslogd module.
* Delivery summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc. You can access it in Adobe Creative Cloud.
This would allow you to export a report on user activities with various reporting tools within Adobe Campaign. You would be able to see how many times each report has been generated and how many unique users used it.

NEW QUESTION: 8
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?
A. Create a Predefined Filter
B. Create a Temporary Schema
C. Save data in a List
Answer: (SHOW ANSWER)
Explanation
To minimize the coding effort every time a similar request is made, the business practitioner should A. 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.

NEW QUESTION: 9

A business practitioner wants to give one of the team members access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This must include read, write, and delete data.
What is the right way to give access?
A. By selecting Propagate option
B. By selecting Access Rights explicitly
C. By selecting System Folder
D. By selecting the Operators to the authorization field
Answer: C (LEAVE A REPLY)
Explanation
By selecting System Folder. This is the right way to give access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This also includes read, write, and delete data permissions for these objects.
https://experienceleague.adobe.com/docs/campaign-classic/using/getting-started/permissions/access-managemen

NEW QUESTION: 10
The data analytics team confirms that a CSV file of high-intent customers has been extracted from the Enterprise Data Warehouse and placed on the Adobe SFTP server ready for use in a trial campaign. The workflow consists of a file collector, data loading activity, and an enrichment to reconcile customers using recipient IDs. A business practitioner runs the workflow and an error occurs during the enrichment activity.
What could be causing the error?
A. The sequence of activities is incorrect and requires attention
B. The Data loading activity has not been configured to format the recipient ID field in the file
C. The Data loading activity has not been configured with a representative sample file
D. The Recipient IDs in the file do not exist in the target schema
Answer: (SHOW ANSWER)
Explanation
Adobe Campaign allows you to create and execute workflows that automate your marketing processes and data flows. You can use various activities in your workflows, such as file collector, data loading and enrichment2.
The enrichment activity can be used to configure data reconciliation between the data in the Adobe Campaign database and the data in a work table. You need to define the link between the two data sources using a common field, such as recipient ID2.
One possible reason for an error during the enrichment activity is that the recipient IDs in the file do not exist in the target schema. This means that there is no matching record for each recipient ID in the file in the Adobe Campaign database. This could cause a reconciliation failure or an empty result set.
https://experienceleague.adobe.com/docs/campaign-classic/using/automating-with-workflows/targeting-activities

NEW QUESTION: 11

A business practitioner is asked to generate an audience of customers with their latest subscription status on an ongoing basis including new customers.

After querying the subscription table for the latest customer subscription status, what should a business practitioner do to keep the audience updated?

A. Re-create a list with type set to "Group" to update daily

B. Purge and Reuse a list with type set to "List" to update daily

C. Create a list with type set to "List" to update daily

D. Create a list with type set to "Group" to update daily

Answer: D (LEAVE A REPLY)

Explanation

To keep the audience updated, the business practitioner should D. Create a list with type set to "Group" to update daily.

A Group is a dynamic list that is updated automatically based on the criteria defined by the business practitioner. The business practitioner can create a Group with the specific conditions that are required to generate an audience of customers with their latest subscription status on an ongoing basis including new customers. The Group can be set to update daily, ensuring that the audience is always up-to-date.

NEW QUESTION: 12

In Adobe Campaign, delivery logs are stored in the out-of-the-box schema "Recipient delivery logs(nms:broadLogRcp)".

How is "Recipient delivery logs(nms:broadLogRcp)H linked to "Recipient(nms:recipient)" and *Delivery(nms:delivery)"?

A. "Recipient delivery logs(nms:broadl_ogRcp)" is linked to "Dehvery(nms:delivery)" but not linked to

"Recipient(nms:recipient)H

B. "Recipient delivery logs(nms:broadl_ogRcp)" is neither linked to "Recipient(nms:recipient)" nor to

"Delivery(nms:delivery)"

C. "Recipient delivery logs(nms:broadl_ogRcp)" is linked to "Recipient(nms:recipient)" but not linked to

"Delivery(nms:delivery)n

D. "Recipient delivery logs(nms:broadl_ogRcp)" is linked to both "Recipient(nms:recipient)" and "Delivery(nms:delivery)"

Answer: (SHOW ANSWER)

Explanation

In Adobe Campaign, "Recipient delivery logs(nms:broadLogRcp)" is linked to both "Recipient(nms:recipient)" and "Delivery(nms:delivery)" D.

The "Recipient delivery logs(nms:broadLogRcp)" schema contains information about the delivery logs for each recipient. It is linked to the "Recipient(nms:recipient)" schema, which contains information about each recipient, and the "Delivery(nms:delivery)" schema, which contains information about each delivery.

NEW QUESTION: 13

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.)

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 (LEAVE A REPLY)

Explanation

The two purposes of modifying workflow properties to keep the results of interim populations between two executions are D. To save data created with each run of the workflow to a list and E. 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.

NEW QUESTION: 14

An insurance company wants to send an email delivery labeled "New Offers" to all the customers with Car and PackageA to inform them about new offers that they can purchase. After one week they want to send a follow-up to those that did not open the delivery.

How would the business practitioner achieve that?

A. Product (delivery/@product) = "Car" and
Package (delivery/package) = "PackageA" and
Label (delivery/@label) = "New Offers" and
Type (url/type) <> "Open"

B. Product (delivery/@product) = "Car" and
Package (delivery/package) = "PackageA" and
Label (delivery/@label) = "New Offers" and
Tracking Logs (trackingLog): do not exist

C. Product (delivery/@product) = "Car" and
Package (delivery/package) = "PackageA" and
Label (delivery/@label) = "New Offers" and

Tracking Logs (trackingLog): exist such as: "Not Open"
D. Product (delivery/@product) = "Car" and
Package (delivery/package) = "PackageA" and
Label (delivery/@label) = "New Offers" and
Type (url/type) = "Not Open*
Answer: (SHOW ANSWER)
Explanation
Adobe Campaign allows you to create queries that filter recipients based on various criteria, such as their profile attributes, delivery properties and tracking logs. You can use queries to segment your audience and target specific groups of recipients for your campaigns2.
To achieve the requirement of sending a follow-up email delivery to those customers who did not open the previous delivery labeled "New Offers", you need to create a query that filters recipients based on their product, package, delivery label and tracking logs. You need to use the Tracking Logs (trackingLog) dimension and check if it does not exist for each recipient. This means that there is no tracking information for opening or clicking on links in the previous delivery3.
https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing

NEW QUESTION: 15
An Adobe Campaign business practitioner has been asked to make a report of "Breakdown of opens" of the Campaign run for the year 2022.
Which data schema of the Adobe Campaign database saves required data so that the report can be formed without any missing records?
A. recipient schema
B. tracking_log schema
C. broad_log schema
Answer: B (LEAVE A REPLY)
Explanation
This data schema saves required data so that the report of "Breakdown of opens" of the Campaign run for the year 2022 can be formed without any missing records.
https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing

NEW QUESTION: 16
A business practitioner needs to configure a monthly email newsletter so that subscribers that are considered minors never receive them.
Which type of typology rule should be used to accomplish this task?
A. Filtering
B. Capacity
C. Pressure
D. Control

Answer: (SHOW ANSWER)
Explanation
typology rules are business rules that allow you to perform checks and filtering on your message before sending it. You can design and apply four types of typology rules: Filtering, Capacity, Pressure and Control2.
To configure a monthly email newsletter so that subscribers that are considered minors never receive them, you need to use a Filtering rule. This type of rule allows you to exclude one part of the message target according to criteria defined in a query, such as age or date of birth2. You can also use predefined filtering rules or create your own custom ones.

NEW QUESTION: 17
During development or testing, what are two ways a business practitioner can avoid leaving a workflow in a paused state? (Choose two.)
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: (SHOW ANSWER)
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.