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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

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 Practitioner enters the install URL in a browser window. What should occur next?

Options:

- A- The Practitioner is redirected to the download page.
- B- The Adobe Campaign Client console opens.
- C- A blank page is displayed.
- D- The Practitioner is prompted to log in.

Answer:

D

Explanation:

INS_Installation_for_Windows__Installing_the_client_console.html

Question 3

Question Type: MultipleChoice

A Campaign has a scheduler set up to run weekly. The scheduler triggers a recurring delivery and a continuous delivery.

How many records are created in the delivery table at the end of 3 weeks?

Options:

- A- 4
- B- 2
- C- 6
- D- 3

Answer:

D

Question 4

Question Type: MultipleChoice

What is the advantage of using a string delimiter in the extraction file format?

Options:

- A- speeds up the generation of the file
- B- allows the use of Unicode values
- C- results in a smaller file
- D- allows the use of the column separator in string values

Answer:

D

Question 5

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- D- The campaign continues to send with outdated data.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 6

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 7

Question Type: MultipleChoice

From which screen on the client should the Business Practitioner approve the targeting of an email delivery in an email campaign?

Options:

- A- from the Campaign Dashboard
- B- None. You must open the mail and approve on the website
- C- from the Approval Dashboard
- D- from the Home Screen

Answer:

B

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