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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

A business practitioner has been given a condition to create a link between two tables such that one primary key of the first table can be connected with multiple values over the primary key of the second table.

Which cardinality does the practitioner need to define in the first table while making a connection?

Options:

A- n:1

B- 1:n

C- m:n

Answer:

B

Explanation:

To create a link between two tables such that one primary key of the first table can be connected with multiple values over the primary key of the second table, the business practitioner needs to define the cardinality in the first table as 1:n.

The cardinality defines the relationship between the two tables. In this case, the first table has a primary key that can be connected with multiple values over the primary key of the second table. This is a one-to-many relationship, which is represented by the cardinality 1:n.

Question 2

Question Type: MultipleChoice

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

Options:

A- The campaign sends as usual.

- B- The campaign does not execute past the end date.
- C- The campaign continues to send with outdated data.
- D- The campaign prompts for an updated end date.

Answer:

B

Explanation:

In Adobe Campaign Classic, the campaign end date is a critical setting that determines when a campaign will cease to send out communications. Once the defined end date of a campaign is reached, the system automatically prevents any further execution of the campaign tasks associated with sending emails or other forms of communication. This built-in functionality is designed to prevent sending outdated information to recipients and to adhere to the campaign's scheduled timeline. If a campaign needs to continue beyond its original end date, the end date in the campaign settings must be extended or updated accordingly. Reference: This explanation is derived from the standard operational procedures of campaign management systems like Adobe Campaign Classic, reflecting common practices in digital marketing campaign management.

Question 3

Question Type: MultipleChoice

A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.



What should the business practitioner do to configure an email attachment on the fly to a transactional message?

Options:

- A- Define SOAP attachment parameters (<%= rtEvent.ctx.attachementUrl %>) within the content of the delivery
- B- In the attachment definition screen, enter the attachment URL
- C- Use Java Script activity to attach the document
- D- In the advanced screen, enter the SOAP attachment parameter

Answer:

Explanation:

Adobe Campaign allows you to send transactional emails with individual and/or personalized attachments using SOAP APIs. You can also create calculated attachments that can depend on the recipient and be converted to PDF.

To configure an email attachment on the fly to a transactional message, you need to define SOAP attachment parameters within the content of the delivery. These parameters are used to specify the URL, name, type and encoding of the attachment. For example, you can use `<%=rtEvent.ctx.attachmentUrl %>` to refer to the attachment URL.

<https://experienceleague.adobe.com/docs/campaign-classic/using/transactional-messaging/transactional-email-with-attachments.html?lang=en>

Question 4

Question Type: MultipleChoice

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?

Options:

- 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:

B

Explanation:

To give a team member comprehensive access to all pre-defined filters, dashboards, and web applications, including permissions to read, write, and delete data, the business practitioner would need to grant access rights explicitly. This means setting the permissions directly on the user's profile

or group to which the user belongs, ensuring they have the necessary rights across all relevant objects, irrespective of the user's rights to specific folders. Reference: In Adobe Campaign, user rights and permissions are managed through explicit settings in the user profiles or groups, ensuring controlled access to various platform features.

Question 5

Question Type: MultipleChoice

In the Tracking Indicators report, which metric identifies how many of the targeted recipients opened a delivery?

Options:

- A- Sum of opens for the population reached
- B- Distinct opens for the population reached
- C- Distinct clicks for the population reached
- D- Recipient clicks for the population reached

Answer:

B

Explanation:

The metric that identifies how many of the targeted recipients opened a delivery in the Tracking Indicators report is Distinct opens for the population reached. Therefore, option B is the correct answer.

The other options are:

Sum of opens for the population reached: This metric identifies the total number of opens for the population reached.

Distinct clicks for the population reached: This metric identifies the total number of clicks for the population reached.

Recipient clicks for the population reached: This metric identifies the total number of clicks for the population reached, but only counts one click per recipient.

Question 6

Question Type: MultipleChoice

A customer needs to create a web form, which collects and stores anonymous users' email, First name, Last name, and color preferences, to an Adobe Campaign Classic database.

What kind of structure should be used to save data coming from the web form?

Options:

- A- Custom data schema linked to Recipient
- B- Custom data schema not linked to Recipient
- C- Custom attributes in Recipient data schema
- D- Default attributes in Recipient data schema

Answer:

A

Explanation:

You can use a custom data schema linked to Recipient when you want to store data in a separate table and link it to the recipient table¹.

When collecting data from a web form that includes both identifiable information (such as first and last name) and preferences (such as color preferences), the best practice is to store this information in a custom data schema that is linked to the recipient. This linkage allows the stored data to be associated with a specific recipient, which can be anonymized initially and then identified later if necessary. By using a custom data schema, you can extend the recipient schema to include additional fields without modifying the out-of-the-box recipient schema, ensuring that the database remains organized and scalable for future needs. Reference: This answer is based on best practices for data management in Adobe Campaign Classic and similar marketing automation platforms, which often involve creating custom schemas for additional data collection while maintaining a link to the central recipient or customer schema for proper data association.

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