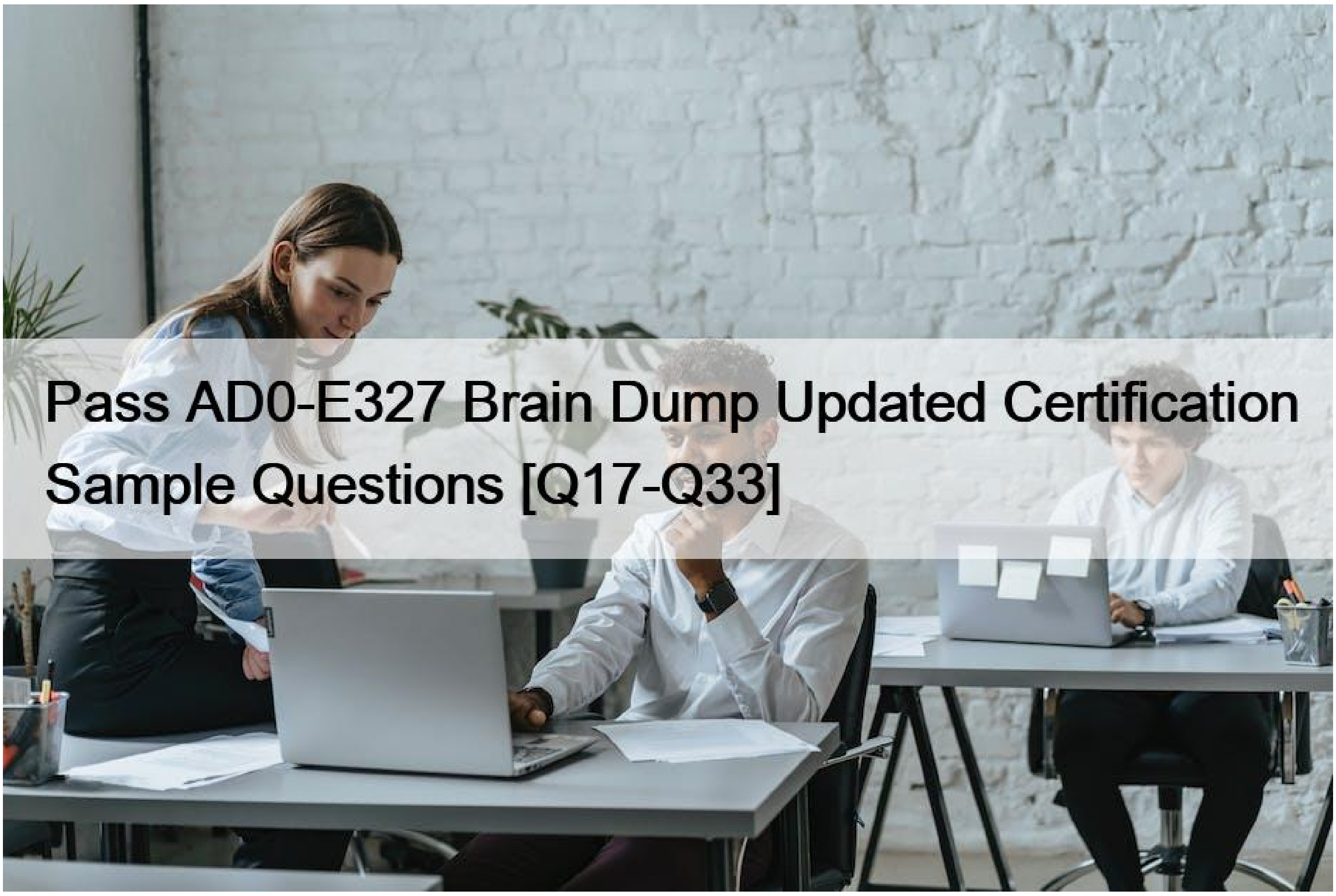
Pass AD0-E327 Brain Dump Updated Certification Sample Questions [Q17-Q33



Pass AD0-E327 Brain Dump Updated Certification Sample Questions
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Adobe Campaign Classic Business Practitioner - Certified Expert exam is a valuable certification for individuals who work with Adobe Campaign Classic and want to demonstrate their expertise in using this tool for business purposes. With the right preparation and resources, candidates can pass the exam and enhance their career prospects in the digital marketing industry.

Adobe AD0-E327 exam is designed for professionals who want to demonstrate their expertise in Adobe Campaign Classic Business Practitioner. Adobe Campaign Classic is a powerful marketing automation tool that allows businesses to create, execute, and measure multi-channel campaigns. Adobe Campaign Classic Business Practitioner - Certified Expert certification exam is a great way for professionals to showcase their skills and knowledge in using Adobe Campaign Classic to develop effective marketing campaigns.

NO.17 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?
* Re-create a list with type set to “Group” to update daily
* Purge and Reuse a list with type set to “List” to update daily
* Create a list with type set to “List” to update daily
* Create a list with type set to “Group” to update daily
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.

NO.18 A new sample file is needed for a Data Loading process with a new layout. A business practitioner has clicked

“Auto-Detect Format.”

What step should the business practitioner take?
* Create a new Data Loading process and leave the original intact for future use
* Verify the file format, specifically date formats that need to be set correctly
* Load a file from the local machine to test the format
* Move forward, Auto-Detect formats the file properly
Explanation

After clicking “Auto-Detect Format,” the business practitioner should B. Verify the file format, specifically date formats that need to be set correctly.

While “Auto-Detect Format” can be helpful in identifying the format of the file, it is important to verify the file format, specifically date formats that need to be set correctly. This can help ensure that the data is loaded correctly and that there are no issues with the data.

NO.19 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?
* By selecting Propagate option
* By selecting Access Rights explicitly
* By selecting System Folder
* By selecting the Operators to the authorization field
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

NO.20 In the Tracking Indicators report, which metric identifies how many of the targeted recipients opened a delivery?
* Sum of opens for the population reached
* Distinct opens for the population reached
* Distinct clicks for the population reached
* Recipient clicks for the population reached

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.

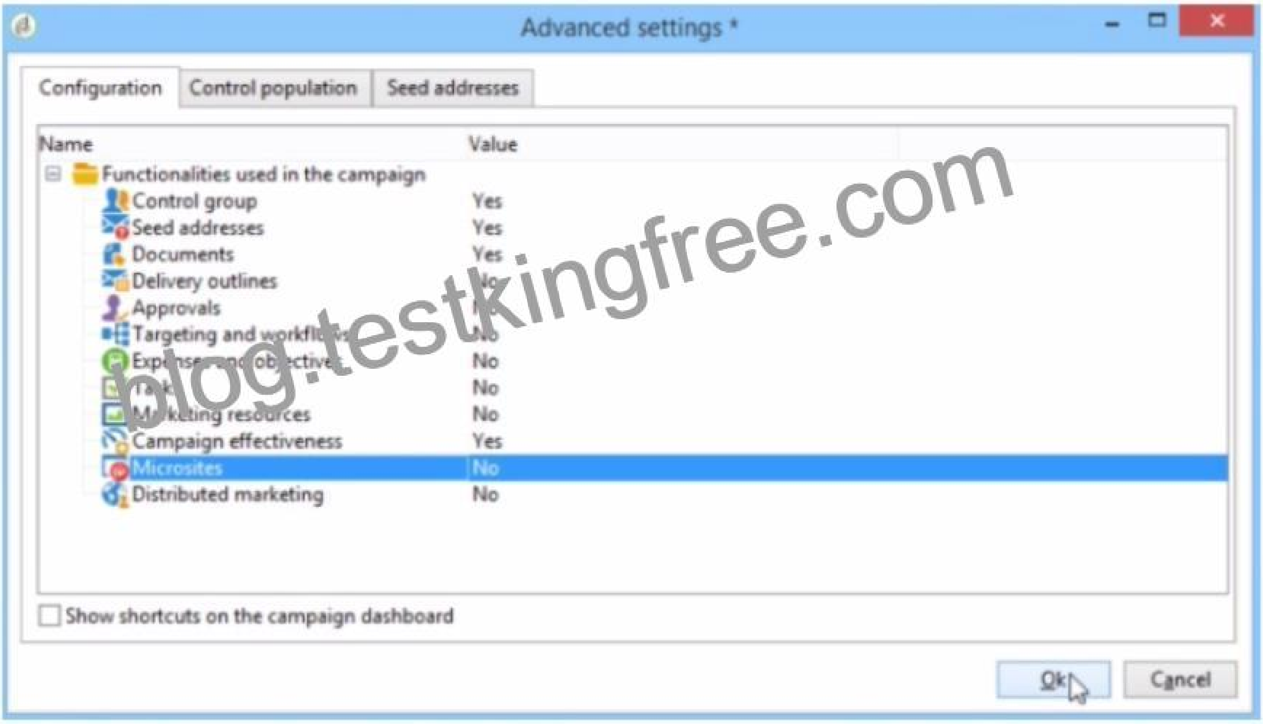
The other options are:

* 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.

NO.21 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?
* Activate Marketing Resources
* Activate Targeting and Workflows
* Activate Expenses and Objectives

* Activate Distributed Marketing
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

NO.22 A client has requested that a business practitioner build a workflow to send an email every day at 5:00 pm to everyone who made a purchase in the previous 24 hours.

Which workflow activities are necessary to meet this requirement?
* Query activity, Cell activity. Delivery activity
* Scheduler activity. Delivery activity
* Incremental Query activity, Delivery activity
* Query activity, Intersection activity Delivery activity
Explanation

To meet this requirement, the necessary workflow activities are B. Scheduler activity, Delivery activity.

The Scheduler activity is used to schedule the workflow to run at a specific time. In this case, the workflow should be scheduled to run every day at 5:00 pm. The Delivery activity is used to send an email to everyone who made a purchase in the previous 24 hours.

NO.23 Which functionality enables a business practitioner to display different variations of content to the recipients of the email delivery according to a predefined condition configured in the expression editor?
* Content blocks
* Dynamic content
* Visibility condition
Explanation

The functionality that enables a business practitioner to display different variations of content to the recipients of the email delivery according to a predefined condition configured in the expression editor is called Dynamic content .

NO.24 A customer has a requirement to build a web form, which can be translated to multiple languages depending on the different regions.

What kind of configuration is required to achieve the requirement in web form?
* Create multiple contents with different languages
* Set the option Translate to Yes in Localization
* Apply javascript code to change the language
Explanation

Adobe Campaign allows you to create and customize web forms that can be integrated into your website or landing page. You can also translate your web forms into multiple languages depending on the different regions2.

To achieve the requirement of building a web form that can be translated to multiple languages, you need to set the option Translate to Yes in Localization tab of your webform properties. This will enable you to select the design and display languages for your web form. You can also use the system dictionary to translate system strings such as labels and buttons2.

NO.25 An Adobe Campaign developer wants to build an input form and observed one form is already created with same schema “customer” and namespace “cus”.

How should the developer build another form using the same schema and namespace?
* Create a new input form as name=”customer” namespace=’nms”
* Set the entity-schema=”cus:customer”
* Set the entity-form=”cus:customer”
* Create a new input form as name=”customer” namespace=”cus”

NO.26 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?
* The sequence of activities is incorrect and requires attention
* The Data loading activity has not been configured to format the recipient ID field in the file
* The Data loading activity has not been configured with a representative sample file
* The Recipient IDs in the file do not exist in the target schema

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

NO.27 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?
* Define SOAP attachment parameters (<%= rtEvent.ctx.attachementUrl %>) within the content of the delivery
* In the attachment definition screen, enter the attachment URL
* Use Java Script activity to attach the document
* In the advanced screen, enter the SOAP attachment parameter

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-wi

NO.28 A business practitioner has been deploying a campaign and running the delivery. The practitioner notices that delivery paused at the time of approval.

What is the named right required to resume the delivery?
* APPROVE ADMINISTRATION
* APPROVE DELIVERIES
* PREPARE DELIVERIES
* START DELIVERIES

Explanation

According to the web sources123, Adobe Campaign allows you to set up and manage the approval process for campaigns and deliveries. You can define different approval statuses and reviewers for each delivery, and track the approval progress in various places. You can also use named rights to set up permissions for operators and groups of operators to perform different actions on deliveries, such as preparing, approving, starting, etc.

Based on this information, I think the named right required to resume the delivery that paused at the time of approval is B. APPROVE DELIVERIES. This right allows you to approve a delivery after it has been prepared by another operator. You can also start a delivery after approving it if you have the START DELIVERIES right.

NO.29 What do the percentages on the Hot Click report represent?
* The number of clicks on a link divided by the total number of clicks for the delivery
* The number of unique clicks divided by the total number of unique opens for the delivery
* The number of unique clicks on a link divided by number delivered
* The number of total clicks on a link divided by number delivered
Explanation

The percentages on the Hot Click report represent the number of clicks on a link divided by the total number of clicks for the delivery. Therefore, option A is the correct answer.

The number of unique clicks divided by the total number of unique opens for the delivery is the Click-Through Rate (CTR).

The number of unique clicks on a link divided by number delivered is the Click-to-Delivered Rate (CDR).

The number of total clicks on a link divided by number delivered is the Click-to-Open Rate (CTOR).

NO.30 A business practitioner needs to analyze the target population of a delivery during content preparation to understand any errors at the time of message preparation. During the Analysis phase, the business practitioner notices errors in the delivery.

What is the risk of stopping the delivery at this stage?
* There Is a risk since the delivery has errors and send has started
* There Is no risk during analysis phase and delivery can be stopped
* There is a risk during analysis phase since the delivery has started
* There is no risk since the delivery has errors and it was not sent out
Explanation

According to the web sources12, the analysis phase of a delivery is when Adobe Campaign checks the validity of your delivery settings and prepares it for sending. It does not mean that the delivery has started or been sent out.

NO.31 An Adobe Campaign business practitioner is extracting data using a “Data Extraction” activity of a workflow.

What step should be taken to filter the final result of the aggregate for customers who have ordered more than

10 times?
* Handle groupings (GROUP BY + HAVING)
* Handle groupings (COMBINE + DEDUPE)
* Handle groupings (UNION + SELECT)
Explanation

a data extraction activity allows you to extract data from Adobe Campaign database and export it to a file1

. You can select the data to be extracted, the file format, and the output location1.

The handle groupings option lets you group data by one or more criteria and apply aggregate functions such as count, sum, average, etc2. You can also filter the final result of the aggregate by using a having clause2.

the step that should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times would be option A. Handle groupings (GROUP BY + HAVING) would allow you to group customers by their order count and filter those who have ordered more than 10 times.

NO.32 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?
* Tracking Indicator report
* Delivery Summary report
* User Activities report
* Delivery Throughput report
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

NO.33 A campaign is sent past the end date. What is the result?
* The campaign sends as usual.
* The campaign does not execute past the end date.
* The campaign continues to send with outdated data.
* The campaign prompts for an updated end date.
Explanation

dobe Campaign allows you to create different types of campaigns, such as recurring campaigns, periodic campaigns, or transactional messages2. Each campaign has a start date and an end date that can be defined in the execution schedule.

However, these dates are not used to control the campaign execution. They are only used to display the campaign information in the Calendar UI3. Therefore, even if a campaign is sent past the end date, it will not affect its functionality.

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