IT认证电子书

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Exam : AD0-E314

Title : Adobe Campaign Classic Business Practitioner Expert

Version : DEMO

1.Which three tasks could a campaign business practitioner do to view a personalized version of a delivery? (Choose three.)
A. Utilize the test personalization option
B. Send a proof of the delivery
C. Analyze the delivery after creating it
D. Send the email to seed a list to compare
Answer: A,B,C

2.A Business Practitioner is starting delivery for two emails.
Which status and failure type combinations are possible in the Recipient Delivery logs for the two messages?
A. Status: Sent. Failure Type: Not defined
Status: Pending. Failure Type: Not defined
B. Status: Sent. Failure Type: Not defined
Status: Pending. Failure Type: Unreachable
C. Status: Sent. Failure Type: Mailbox full
Status: Pending. Failure Type: Unreachable
D. Status: Sent. Failure Type: Mailbox full
Status: Pending. Failure Type: Not defined
Answer: C

3.Which two tasks can be performed to reduce the probability of a delivery being blocked or flagged as 'spam' by anti-spam tools? (Choose two.)
A. Make sure your delivery does not contain only images
B. Email content should have both HTML and text parts
C. Specify recipient’s name in the greeting
D. Specify an English translation for non English mails
Answer: C,D

4.What type of workflow should be used to update the recipient schema from a weekly text file of mailing address changes?
A. A technical workflow
B. A data workflow
C. A campaign workflow
D. A targeting workflow
Answer: A

5.The entire list of recipients for a campaign is unavailable at the start of an A/B test. The final list of the recipients will be placed in the final Recipients folder but they will be loaded by the time the A/B test is complete. To start the A/B test, a list of exclusive recipients is used for the initial deliveries in the folder test Recipients.
How should the Business Practitioner modify the workflow diagram?
A. modify the existing query to query all recipients in folders 'testRecipients' and 'finalRecipients'
B. modify the original query to all recipients in 'testRecipients' and modify the split activity to query the

folder 'finalRecipients' in the complement
C. add the enrichment after the wait toadd all recipients in the 'finalRecipients' folder to the complement from the split activity
D. modify the original query to all recipients in 'testRecipients': change the A & B branches to 50% each, and add a new query after the wait to get all recipientsin the 'finalRecipients' folder
Answer: B