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Exam Code: AD0-E327

Exam Name: Adobe Campaign Classic Business Practitioner - Certified Expert

Number: AD0-E327

Passing Score: 800

Time Limit: 120

File Version: 4.0



Exam A

QUESTION 1

What do the percentages on the Hot Click report represent?

- A. The number of clicks on a link divided by the total number of clicks for the delivery
- B. The number of unique clicks divided by the total number of unique opens for the delivery
- C. The number of unique clicks on a link divided by number delivered
- D. The number of total clicks on a link divided by number delivered

Correct Answer: A

Section:

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).

QUESTION 2

A business practitioner needs to identify the total number of complaints for a given delivery by domain.

What out-of-the-box report would provide this information?

- A. URLs and click streams
- B. Tracking indicators
- C. Non-deliverables and bounces
- D. Hot clicks

Correct Answer: C

Section:

Explanation:

According to the web sources¹²³, Adobe Campaign provides several out-of-the-box reports that can help analyze and represent data for different purposes. Some of these reports are:

URLs and click streams: This report shows the number of clicks on each URL contained in a delivery, as well as the click stream for each recipient.

Tracking indicators: This report shows the main tracking indicators for a delivery, such as opens, clicks, bounces, etc.

Non-deliverables and bounces: This report shows the number and type of non-deliverables and bounces for a delivery, as well as the breakdown by domain.

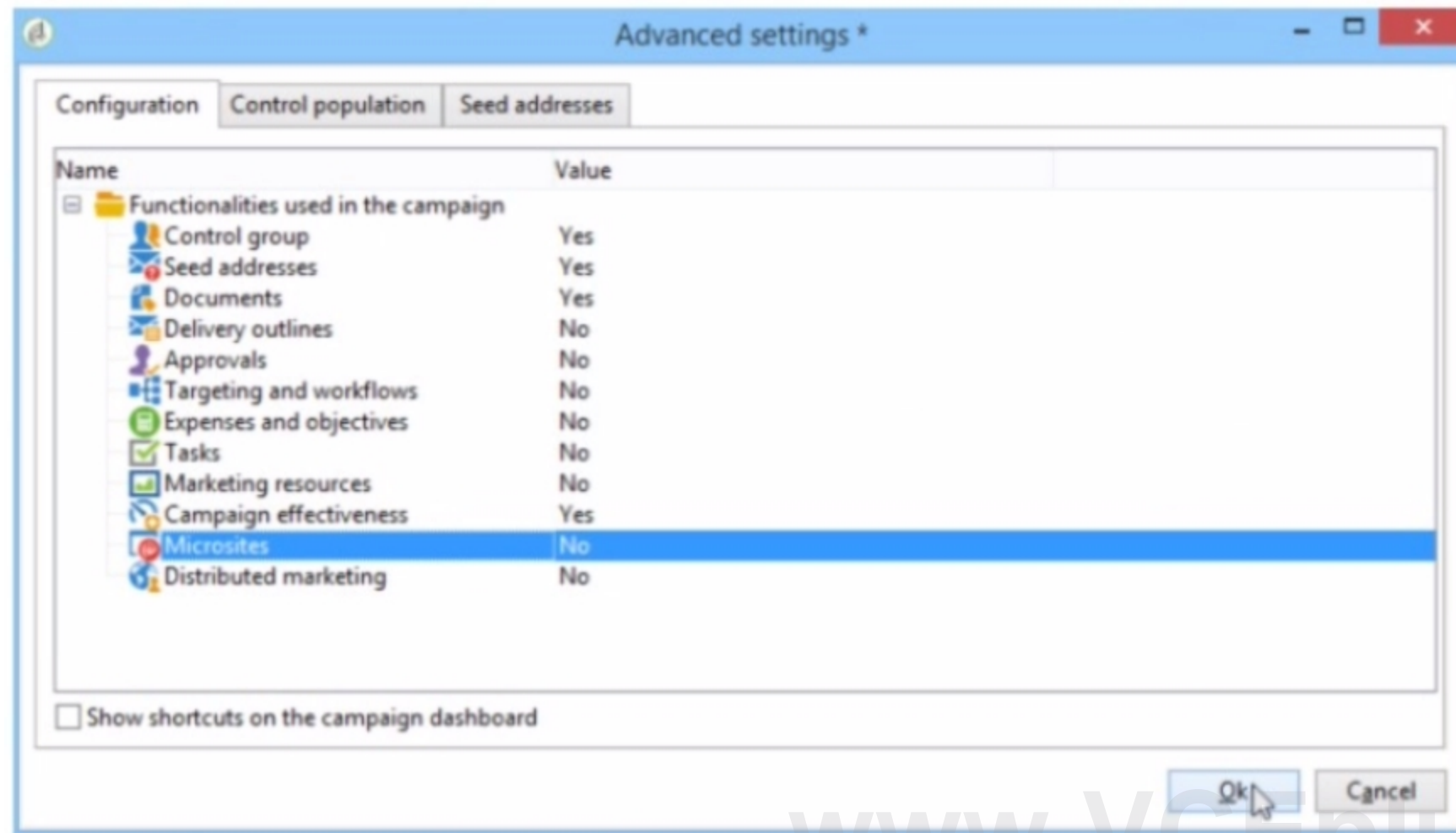
Hot clicks: This report shows a graphical representation of the clicks on each link contained in a delivery.

Non-deliverables and bounces. This out-of-the-box report would provide information about the total number of complaints for a given delivery by domain.

QUESTION 3

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.

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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

Correct Answer: C

Section:

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>

QUESTION 4

A retail company would like to send a promotional offer to their loyalty customers which is redeemable by a phone call to their customer call center. The segmented population for the send is 23,500 and the customer center is equipped to redeem 5,000 offers each day.

How would a business practitioner ensure that the offers are controlled in a sequential send?

- A. Create multiple segments of 5000 to be sent sequentially and apply pressure rules to prevent marketing fatigue

- B. Create an incremental query and apply the Capacity Typology rule to exclude the messages when the limit of 5000 is reached
- C. Create an incremental send for 5000 offers and apply the Filtering Typology rule to exclude the () messages when the limit is reached
- D. Limit the 23.5K segment to segment of 5000 each day and apply the Control Typology rule to exclude the messages when the limit is reached

Correct Answer: B

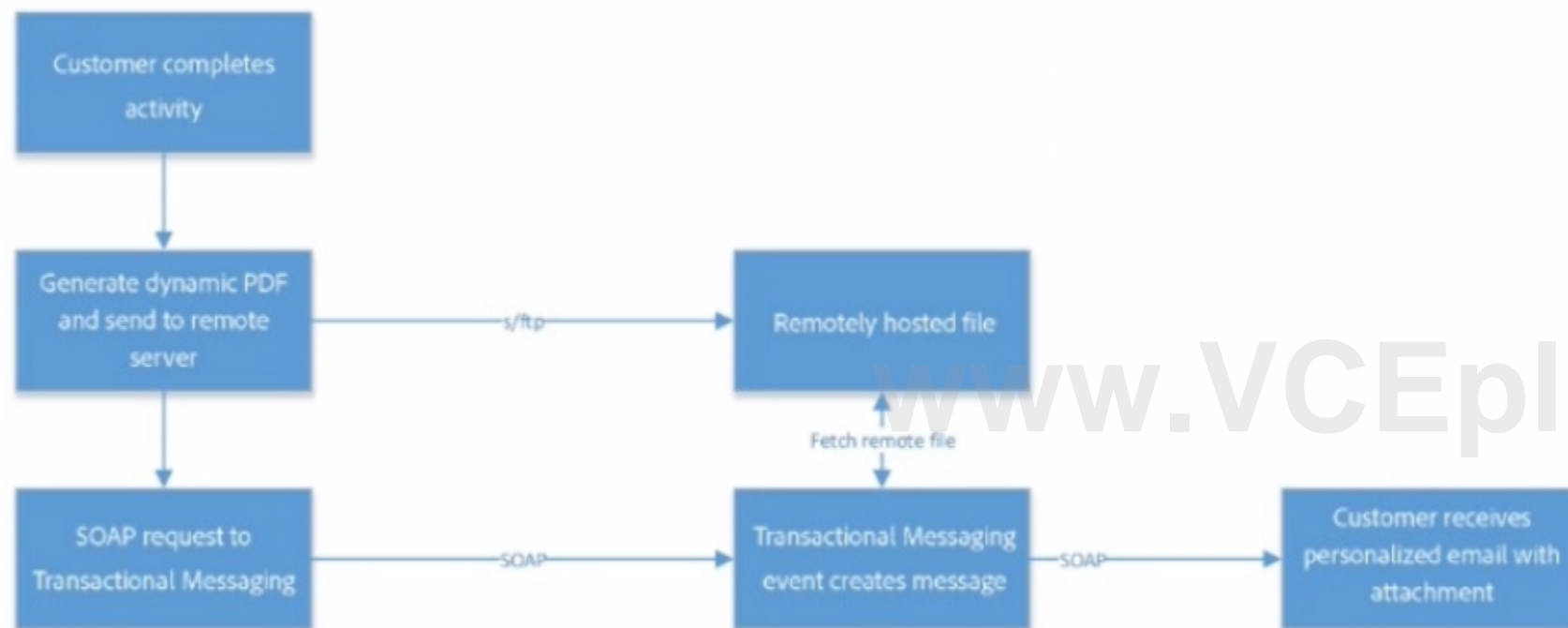
Section:

Explanation:

Adobe Campaign allows you to send messages across different channels, such as email, SMS, push notifications, etc. You can also configure and schedule your deliveries according to your business needs and objectives². To ensure that the offers are controlled in a sequential send, you need to use an incremental query and apply the Capacity Typology rule³. An incremental query is a type of query that lets you select a subset of recipients based on a fixed number or a percentage. The Capacity Typology rule is a type of typology rule that lets you limit the number of messages sent per day for a specific channel.
<https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/key-steps-when-creating-a-delivery/steps-sending-the-delivery.html?lang=en>

QUESTION 5

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?

- A. Define SOAP attachment parameters (<%= rtEvent.ctx.attachmentUrl %>) 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

Correct Answer: A

Section:

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 6

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

Correct Answer: A

Section:

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.

QUESTION 7

A business practitioner is creating a workflow with a querying population of 100 records. At the end of the workflow, the email delivery has a success status of 98. When the business practitioner checks the delivery logs, there are 110 successfully delivered emails. What is a reason for 110 successfully delivered emails?

- A. The typology rules have not been applied correctly, therefore more people are contacted
- B. The delivery contacted the querying population of the delivery more than once
- C. The delivery logs are counting the email deliveries plus the proof deliveries
- D. The delivery logs are counting the email deliveries plus the seed addresses

Correct Answer: D

Section:

Explanation:

Adobe Campaign allows you to access and analyze the tracking logs of your deliveries. These logs contain information about the status, date, time, recipient and channel of each message sent². You can also use reports and alerts to monitor your delivery performance and issues³. One reason for 110 successfully delivered emails when the querying population is 100 records is that the delivery logs are counting the email deliveries plus the seed addresses. Seed addresses are additional email addresses that you can add to your delivery target for testing purposes. They are not part of your querying population but they are included in your delivery logs.

QUESTION 8

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?

- 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

Correct Answer: A

Section:

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.

QUESTION 9

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?

- A. Create multiple contents with different languages
- B. Set the option Translate to Yes in Localization
- C. Apply javascript code to change the language

Correct Answer: B

Section:

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 web form 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.

QUESTION 10

During the discovery phase, a business practitioner received a request to add secondary email addresses for recipients.
What should the business practitioner do to deliver notifications to the new addresses?

- A. Use a custom target mapping
- B. Create a new delivery template
- C. Edit the 'To' field in the delivery object
- D. Use the out-of-the-box target recipient target mapping

Correct Answer: A

Section:

Explanation:

To deliver notifications to the new email addresses, the business practitioner should use a custom target mapping¹.

A custom target mapping is used to map the fields in the delivery object to the fields in the target database¹.

<https://sendpulse.com/support/glossary/email-notification>

QUESTION 11

An Adobe Campaign business practitioner has been checking the delivery report of all the deliveries sent from Adobe Campaign one year ago from current date, but the data shown in the report is zero for all the deliveries.
What is a possible reason for this?

- A. Delivery log table has data storage validity of only one year
- B. Recipient table has data storage validity of only one year
- C. Tracking log table has data storage validity of only one year

Correct Answer: C

Section:

Explanation:

According to the web source¹, Adobe Campaign has default retention periods for standard tables that store data related to deliveries and tracking. These retention periods can be modified by administrators to comply with data protection regulations or performance requirements². The default retention periods for some of the standard tables are:

Consolidated tracking: 6 months

Delivery logs: 6 months

Tracking logs: 13 months

possible reason for the data shown in the report being zero for all the deliveries sent one year ago from current date is C. Tracking log table has data storage validity of only one year. This means that after one year, the data in this table is deleted and no longer available for reporting.

QUESTION 12

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

Correct Answer: A

Section:

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.html>

QUESTION 13

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

- 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

Correct Answer: B

Section:

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 14

An Adobe Campaign business practitioner is working on a new product launch and wants to launch similar marketing campaigns over a period of 6 months targeting all the existing customers. The business practitioner has used the existing campaign template for the new campaign but certain jobs for the campaigns, like control groups, approvals, and seed address, are not seen in the template.

Where can the practitioner find the correct settings in the template to resolve this issue?

- A. Control Population Option in Advanced campaign settings
- B. Configuration Option in Advanced campaign settings
- C. Job Execution Option in Advanced campaign settings

Correct Answer: A

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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 determine the correct campaign template. Based on my web searches, I found that seed addresses are not managed via standard profiles and targets, but in a dedicated node of the Adobe Campaign hierarchy². Therefore, they are not part of the campaign template settings. Similarly, approvals are not part of the campaign template settings either. They are managed by creating a workflow activity that requires approval before sending a message³. However, control groups are part of the campaign template settings. They can be configured in the Control population option in Advanced campaign settings.

QUESTION 15

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 Administration\Audit folder
- B. Use logins.log file in the nlserver syslogd module
- C. Use Delivery summary report available in Adobe Creative Cloud

Correct Answer: A

Section:**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.

QUESTION 16

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

Correct Answer: C

Section:**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-management.html?lang=en>

QUESTION 17

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. Edit the duration of the expired IP range.
- B. Create another IP range that overlaps the expired range.

C. Change the IP status to 'Active' in the server configuration file.

Correct Answer: A

Section:

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.

QUESTION 18

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?

- A. APPROVE ADMINISTRATION
- B. APPROVE DELIVERIES
- C. PREPARE DELIVERIES
- D. START DELIVERIES

Correct Answer: B

Section:

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.

QUESTION 19

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?

- A. There is a risk since the delivery has errors and send has started
- B. There is no risk during analysis phase and delivery can be stopped
- C. There is a risk during analysis phase since the delivery has started
- D. There is no risk since the delivery has errors and it was not sent out

Correct Answer: B

Section:

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.

QUESTION 20

A business practitioner is preparing a presentation and needs to list and report the email errors. Which contains the possible delivery bounce types?

- A. Hard, Soft, Unreachable
- B. Hard, Soft, Ignored

- C. Hard, Medium, Soft, Unreachable
- D. High, Medium, Light

Correct Answer: A

Section:

Explanation:

Hard bounce occurs when the email address is invalid or does not exist².

Soft bounce occurs when the email address is valid, but the email cannot be delivered to the recipient's mailbox for reasons such as the recipient's mailbox is full or the email message is too large².

Unreachable bounce occurs when the email is not delivered to the recipient's mailbox, but the reason is not known³.

QUESTION 21

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

Correct Answer: B

Section:

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-the-tracking-logs.html?lang=en>

QUESTION 22

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

- 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.

Correct Answer: A

Section:

Explanation:

Adobe 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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