

DUMPS ARENA

Adobe Campaign Classic Business Practitioner Expert

Adobe AD0-E314

Version Demo

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QUESTION NO: 1

A campaign has been setup with an operator group (with 2 operators) as approvers in the "Approvals" section of the delivery.

What will happen if one of the operators is unavailable to provide approval?

- A. The input of just the first approver is required in order for the process to continue onto the next activity
- B. The campaign process will not proceed if both the first and second approvers do not provide inputs before expiry
- C. The process will continue without approval if one has been provided before expiry
- D. The process waits indefinitely for inputs from both approvers before moving to the next activity

ANSWER: B**QUESTION NO: 2**

How should a campaign business practitioner test that dynamic content in delivery displays properly?

- A. Configure the delivery to enable a content control group
- B. Configure the delivery to enable content approval
- C. Configure the delivery content to include seeds
- D. Configure the delivery to send a proof of each content version

ANSWER: D**QUESTION NO: 3**

The Marketing team wants to receive a weekly update on the global open and clickthrough rates generated by the built-in Tracking indicators report in a PDF format.

To configure this on a recurring basis: what are the three minimum workflow activities needed? Choose the three correct answers.

- A. E3 Scheduler activity
- B. Enrichment Activity
- C. Delivery Activity

- D. Alert activity
- E. Signal activity
- F. JavaScript activity

ANSWER: A C F

QUESTION NO: 4

What are two ways to use seeds in a campaign? (Choose two.)

- A. reply-to address
- B. content reviewer
- C. proof target
- D. internal audience

ANSWER: B C

Explanation:

Reference:<https://docs.campaign.adobe.com/doc/AC/en/>

MCE_Message_templates_Managing_seed_addresses.html

QUESTION NO: 5

Campaigns with many deliveries are using multiple channels.

How should the Business Practitioner group these deliveries for reporting?

- A. delete all deliveries that do not need to be in the report
- B. give all deliveries the same Delivery Code
- C. base all deliveries on the same template
- D. give all deliveries the same name

ANSWER: B

QUESTION NO: 6

Workflow A runs before Workflow B. Workflow A populates a staging table that workflow B uses to load each day. Workflow B frequency fails because Workflow A is still creating the writing to the table.

What is the best

way for a campaign business practitioner to solve this error?

- A. Adjust the scheduled run to ensure there is nooverlap
- B. Combine the two workflows together
- C. Use JavaScript to call a Signal in Workflows B instead of a time-based schedule
- D. Remove the staging table because there is no need for temp storage

ANSWER: A**QUESTION NO: 7**

The sent count is less than the upstream population. What are two reasons for this result?

(Choose two.)

- 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 NO: 8**

A Practitioner is using the default data model.

When personalizing based on gender, how many versions of the content should the Practitioner create?

- A. four
- B. three
- C. two

D. one

ANSWER: B

QUESTION NO: 9

A Business Practitioner's subscription report shows low loyalty.

Which three methods should the Business Practitioner use to improve subscription loyalty?

(Choose three.)

- A. offer compelling content
- B. use double opt-in process
- C. reduce the frequency of deliveries
- D. remove the un-subscription link

ANSWER: A B C

QUESTION NO: 10

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

- A. To show a preview of the delivery before sending
- B. To show the analysis performed on a delivery prior to sending
- C. To show the approvals given for delivery
- D. To show a breakdown of exclusions for the delivery

ANSWER: B C D